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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| --- |
| **[ ]New Course, [ ]Experimental Course (1-time offering), or [x]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| Melodie Philhours 10/20/2020 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Sharon D. James 10/23/2020 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Melodie Philhours 10/28/2020  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Melody Lo 10/28/2020 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

Dr. Sharon James, Department Chair, Management and Marketing, Neil Griffin College of Business; sjames@astate.edu, 870-972-3430

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

8/15/2021

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **MKTG** | **N/A** |
| **Number\*** | **3033** | **N/A** |
| **Title** | **Advertising & Promotion** | **Strategic Marketing Communications**  **(Strategic Marketing Comm)** |
| **Description\*\*** | The study of advertising and other communication methods including social media designed to create desired outcomes with target audiences. | The study of how marketing communication, including digital media and advertising, works to build a firm’s strategic advantage. |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No] NO**

(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. **Yes / No** Are there any prerequisites?
   1. If yes, which ones?

MKTG 3013

* 1. Why or why not?

MKTG 3013 is the business core course for all business majors and must be taken prior to upper level marketing classes.

1. **Yes / No** Is this course restricted to a specific major? NO
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No] YES**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Fall, Spring and Summer

1. **Proposed course type [Modification requested? Yes/No] NO**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Enter text...

1. **Proposed grade type [Modification requested? Yes/No] NO**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Enter text...

1. **Yes / No** Is this course dual-listed (undergraduate/graduate)? NO
2. **Yes / No** Is this course cross-listed? NO

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. **Yes / No** Is this course in support of a new program? NO

a. If yes, what program?

Enter text...

1. **Yes / No** Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)? NO

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No] NO**

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

Enter text...

1. **Proposed special features** **[Modification requested? Yes/No] NO**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**

Enter text...

1. Will this require additional faculty, supplies, etc.? NO

Enter text...

1. **Yes / No** Does this course require course fees?

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

**Justification**

**Modification Justification (Course Modifications Only) Name change of the course**

1. Justification for Modification(s)

The proposed name of the course is aligned with industry standards and more fully encompasses the topics that are being taught in the course.

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

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

Enter text...

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

Enter text...

c. Student population served.

Enter text...

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

Enter text...

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan? NO

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. 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?

Enter text...

1. Considering the indicated program-level learning outcome/s (from question #19), 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 #19)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

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

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(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. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*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.** |

Before: P. 515

MKTG 3013. Marketing Business activities performed which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish company objectives. Special course fees may apply. Fall, Spring, Summer.

MKTG 3023. Applied Research Systematic gathering, organizing, and analyzing data to provide managers with information they need to make better decisions. Emphasis is placed on the use of secondary data. Report writing and presentation are stressed. Special course fees may apply. Prerequisites, ECON 2113 and BCOM 2563. Fall, Spring, Irregular.

MKTG 3033. Advertising and Promotion The study of advertising and other communication methods including social media designed to create desired outcomes with target audiences. Special course fees may apply. Prerequisite, MKTG 3013. Irregular.

MKTG 3043. Retailing Evaluation of the many elements in the dynamic retail field and a discussion of the responses of retailing institutions, including management policies and operating methods. Special course fees may apply. Prerequisite, MKTG 3013. Irregular.

MKTG 3093. Professional Selling Introduction to the personal selling process, the functions of sales management, and current issues, legal and ethical issues, and the impact of technology as the topics relate to selling, the sales force, and sales management. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring.

MKTG 3173. Category Management Category management concepts of the business retail model including identifying target consumers and markets, developing and implementing merchandising plans, interacting with the supply chain, and evaluating financial implications of decisions made at the corporate, distribution and store level. Fall.

MKTG 3193. Sales Planning and Management A study of methods and procedures involved in planning, managing and executing sales goals and understanding the procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force using case and experiential learning methods. Prerequisite, MKTG 3093. Spring, Summer.

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, Irregular.

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 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, Irregular.

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. Prerequisite, MKTG 3173. Spring.

The bulletin can be accessed at <https://www.astate.edu/a/registrar/students/bulletins/>

515

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515