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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**

Spring 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\*** | **4223** | **N/A** |
| **Title** | **Marketing Management** | **N/A** |
| **Description\*\*** | 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. | Evaluation and analysis of marketing strategies in competitive situations. Essential price, product, distribution, and promotion strategies for brand building examined with focus on the integration and assessment of these elements in developing and adapting a successful marketing strategy. |

***\**** (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] YES**

(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? YES
   1. If yes, which ones?

MKTG 3013 AND

Senior status

* 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. Senior status is required to ensure students enlisted in the core have the proper foundation prior to taking the course.

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

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? NO

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

**Justification**

**Modification Justification (Course Modifications Only) Course description change and added senior standing as a requirement**

1. Justification for Modification(s)

Changing the course description to fully include the topics covered in the class.

Senior status is required to ensure students enlisted in the core have the proper foundation prior to taking 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. 516

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. Prerequisite, MKTG 3013. 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, Irregular.

MKTG 4253. Data Analytics and Visualization Examination and application of procedures to extract the right data from the right sources, analyze this data using the right tools/techniques and present the resultant current, relevant, and accurate information in a clear visual format that sup-ports strategic decision making. Prerequisite, MKTG 3013. Spring.

MKTG 426V. Sales Internship Internship credit for students with a declared major in Marketing-Sales. Prerequisites, nine upper-level hours in the marketing-sales major, junior standing, and instructor permission. Fall, Spring, Summer.

MKTG 428V. Marketing Internship Practical marketing experience a variety of settings. Students will be assigned to work with regional firms and supervised by an experienced professional to gain real world training. Special course fees may apply. Prerequisites, MKTG 3013 and instructor permission. Fall, Spring, Summer.

MKTG 4313. Prescriptive Analytics Introduction to the basic optimization methods in solving a variety of business problems, including linear programming, integer programming, network models, stochastic programming, and multicriteria optimization methods. Emphasis on the use of computer software in performing business optimization analysis. Spring.

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. Irregular.

MKTG 4323. Advanced Sales Team selling skills, industry standard strategic selling processes, customer relationship management strategies and systems. Prerequisite, MKTG 3093. Corequisite, MKTG 3193. Fall, Summer.

MKTG 4343. Sports Marketing The application of marketing principles and activities such as research, segmentation, product development, pricing, event marketing, sponsorship, consumer behavior, licensing, branding, advertising, and sales promotion tactics will be analyzed in the context of effective sports marketing. Special course fees may apply. Prerequisite, MKTG 3013. Summer.

MKTG 4393. Social and Non Profit Marketing Application of marketing in organizations ad-dressing social issues related to health, environment, and community, with emphasis in sustainable business practices. Special course fees may apply. Prerequisite, MKTG 3013 or instructor permission. Irregular.

Middle Level Education (MLED)

MLED 3003. Nature and Needs of the Middle Level Learner Examines theories and research on the development and needs of the middle level learner. Includes examination of the physical, cognitive, emotional, moral, and social development of 9 to 15 year olds. Three clock hours of fieldwork are required. Prerequisites, Admission to the Teacher Education Program. Fall, Summer

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

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**After p. 516**

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