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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**

|  |
| --- |
| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]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.

|  |  |
| --- | --- |
| Melodie Philhours 10/23/2020 **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** |
| Mary Elizabeth Spence 10/27/2020 **Office 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 D. James, Associate Professor and Chair [sjames@astate.edu](mailto:sjames@astate.edu) Management & Marketing Dept. (870) 972-3430

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

**Fall 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.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **HMGT** |
| **Number\*** |  | **3143** |
| **Title** |  | **Hospitality Sales and Marketing**  **(Hospitality Sales)** |
| **Description\*\*** |  | General stages of the personal selling process, sales technologies, and other elements of the marketing mix as they apply to the hospitality industry. |

***\**** (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? **Yes**

**HMGT 2013 Introduction to Hospitality**

* 1. Why or why not?

**This course examines the general stages of the personal selling process as they apply to the hospitality industry. Foundational knowledge from HMGT 2013 Introduction to Hospitality is required for successful completion of this 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]**

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

**Spring**

1. **Proposed course type [Modification requested? Yes/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.

**Lecture**

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

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

**Standard Letter**

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]**

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

**HMGT 3143 Hospitality Sales & Marketing – Course Outline**

|  |  |  |
| --- | --- | --- |
| **Week** | **Category** | **Objectives** |
| 1 | Introduction to Hospitality Sales & Marketing | The marketing mix and sales, the importance of marketing, and marketing careers in hospitality. |
| 2 | The Marketing Plan | Performing a situation analysis, establishing objectives, and developing marketing and sales strategies to position the firm. |
| 3 | Marketing and Sales in Lodging Operations | The director of marketing, the director of sales, hiring and training sales staff, and using automation. |
| 4 | Personal Selling and Sales Techniques | The personal selling process, time management, and key account management. |
| 5 | **Exam 1** |  |
| 6 | Telephone Sales | Basics of telephone communication and the difference between order getting and order taking. Making cold calls and doing sales blitzes. |
| 7 | Internal Marketing and Sales | Empowering employees to deliver quality service and running employee incentive programs. |
| 8 | Advertising, Public Relations, and Publicity | Developing a promotion plan using advertising and public relations. |
| 9 | Marketing to Business Travelers | Understanding the business travel market, reaching the business market, and meeting the needs of business travelers. |
| 10 | **Exam 2** |  |
| 11 | Marketing to Leisure Travelers | Marketing to individuals and selling for groups and vacation ownership. |
|  | Marketing to Meeting and Event Planners | Focusing on the association market and other groups that hold seminars, conferences, and conventions. |
| 12 | Marketing to Special Segments | Understanding international travelers, sports teams, and special events. |
| 13 | Marketing for Food Service Operations | Marketing restaurants and catered events for all types of food service operations. Topics include digital marketing, loyalty programs, merchandising and menu design. |
| 14 | **Exam 3** |  |
| 15 | **Role Play Interviews** | Conduct a one-on-one sales call with a meeting or event planner. |

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

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

**None**

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

**Full time faculty/instructors**

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

**No**

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)**

1. Justification for Modification(s)

Enter text...

**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)

**This course prepares students for positions in hospitality sales and it leverages one of the main strengths in the Department of Management and Marketing at Arkansas State University. This area is one in which A-State students will have an advantage over students in other hospitality programs that aren’t housed in business schools.**

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.

**The addition of this course to the hospitality management emphasis** **disseminates industry-specific knowledge that will enable students to obtain professional positions in the hospitality industry.**

c. Student population served.

**Undergraduate students**

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

**As a hospitality major course, the 3000-level course number is appropriate for the course content.**

**Assessment**

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

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

*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?

This course is part of the BS Management, Hospitality Management Emphasis. As such, the program outcomes are consistent with the overall program outcomes of the BS Business Core:

• Students will communicate effectively and professionally in writing.   
• Students will demonstrate effective and professional oral communication.   
• ~~Students will be sensitive to ethical issues when making business decisions.~~   
• Students will demonstrate business knowledge.   
• ~~Students will use critical thinking skills to make decisions.~~• Students will use technology appropriately to communicate, calculate, and present concepts and data.

This course also conforms to the overall program outcomes of the BS Management:

• Demonstrate depth of knowledge of key concepts and principles of management and be able to apply them.   
• ~~Demonstrate skills in research, analysis and problem solving of management problems and issues.~~

• ~~Demonstrate leadership and team skills.~~

• Demonstrate ability to effectively communicate business problems, analysis, and solutions (verbal and written)

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.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | Students will communicate effectively and professionally in writing. |
| Assessment Measure | Direct: Assignment in capstone MGMT 4813 Strategic Management rated according to NGCOB written communication rubric. Indirect: Student perception of written communication skill self-reported in Major Field Test of Business in capstone MGMT 4813 Strategic Management. |
| Assessment  Timetable | Direct: 2020 and every two/three years going forward.  Indirect: MFT 2020 and every two/three years going forward. |
| Who is responsible for assessing and reporting on the results? | NGCOB Assessment Committee and Director, NGCOB Undergraduate Written Communication Goal Assessment Team. |

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| **Program-Level Outcome 2 (from question #19)** | Students will demonstrate effective and professional oral communication. |
| Assessment Measure | Direct: Presentations in capstone MGMT 4813 Strategic Management rated according to NGCOB oral communication rubric. Indirect: Student perception of oral communication skill reported in Major Field Test of Business in capstone MGMT 4813 Strategic Management. |
| Assessment  Timetable | Direct: 2019 and every two/three years going forward.  Indirect: MFT 2020 and every two/three years going forward. |
| Who is responsible for assessing and reporting on the results? | NGCOB Assessment Committee and Director, NGCOB Undergraduate Oral Communication Goal Assessment Team. |

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| **Program-Level Outcome 3 (from question #19)** | Students will use technology appropriately to communicate, calculate, and present concepts and data. |
| Assessment Measure | Direct: Assignment in MKTG 3013 Marketing rated according to NGCOB technology rubric. Indirect: Student perception of technology skill as self-reported in Major Field Test of Business in capstone MGMT 4813 Strategic Management. |
| Assessment  Timetable | Direct: 2021 and every two/three years going forward.  Indirect: MFT 2020 and every two/three years going forward. |
| Who is responsible for assessing and reporting on the results? | NGCOB Assessment Committee and Director, NGCOB Undergraduate Technology Goal Assessment Team. |

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| **Program-Level Outcome 4 (from question #19)** | Students will demonstrate business knowledge. |
| Assessment Measure | Direct: Major Field Test of Business in capstone MGMT 4813 Strategic Management. Indirect: Student perception of business knowledge reported in Major Field Test of Business in capstone MGMT 4813 Strategic Management. |
| Assessment  Timetable | Direct: MFT 2020 and every two/three years going forward.  Indirect: MFT 2020 and every two/three years going forward. |
| Who is responsible for assessing and reporting on the results? | NGCOB Assessment Committee and Director, NGCOB Undergraduate Business Knowledge Goal Assessment Team. |

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| **Program-Level Outcome 5 (from question #19)** | Demonstrate depth of knowledge of key concepts and principles of management and be able to apply them |
| Assessment Measure | Direct: Major Field Test of Business in capstone MGMT 4813 Strategic Management. Indirect: Student perception of business knowledge reported in Major Field Test of Business in capstone MGMT 4813 Strategic Management. |
| Assessment  Timetable | Direct: MFT 2020 and every two/three years going forward.  Indirect: MFT 2020 and every two/three years going forward. |
| Who is responsible for assessing and reporting on the results? | NGCOB Assessment Committee and Director, NGCOB Undergraduate Business Knowledge Goal Assessment Team. |

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| **Program-Level Outcome 6 (from question #19)** | Demonstrate ability to effectively communicate business problems, analysis, and solutions (verbal and written) |
| Assessment Measure | Direct: Presentations in capstone MGMT 4813 Strategic Management rated according to NGCOB oral communication rubric and student written documents in this course assessed using the NGCOB Written Communication rubric. Indirect: Student perception of oral communication and written communication skill reported in Major Field Test of Business in capstone MGMT 4813 Strategic Management. |
| Assessment  Timetable | Direct: 2019 and every two/three years going forward.  Indirect: MFT 2020 and every two/three years going forward. |
| Who is responsible for assessing and reporting on the results? | NGCOB Assessment Committee and Director, NGCOB Undergraduate Oral Communication Goal Assessment Team, NGCOB Undergraduate Written Communication Goal Assessment Team. |

*(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?

|  |  |
| --- | --- |
| **Outcome 1** | Describe the role and importance of the sales and marketing function in hotels and other hospitality operations. |
| Which learning activities are responsible for this outcome? | Class discussions, reading assignments, and role play class exercises |
| Assessment Measure | Exams, role play exercises |
| **Outcome 2** | Discuss the stages of the personal selling process and apply selling techniques using role playing exercises. |
| Which learning activities are responsible for this outcome? | Class discussions, reading assignments, and role play class exercises |
| Assessment Measure | Exams, role play exercises |
| **Outcome 3** | Identify all aspects of marketing and how they are applied in the hospitality industry. |
| Which learning activities are responsible for this outcome? | Class discussions, reading assignments, and role play class exercises |
| Assessment Measure | Exams, role play exercises |
| **Outcome 4** | Identify the major market segments for hotels and other hospitality operations. |
| Which learning activities are responsible for this outcome? | Class discussions, reading assignments, and role play class exercises |
| Assessment Measure | Exams, role play exercises |
| **Outcome 5** | Discuss current sales and marketing technologies and the future trends that are likely to impact the hospitality industry. |
| Which learning activities are responsible for this outcome? | Class discussions, reading assignments, and role play exercises |
| Assessment Measure | Exams, role play exercises |

**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.** |

Bulletin changes begin on page 10.

Before p. 143

**Major in Management**

**Bachelor of Science Emphasis in Hospitality Management**

A [complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)  *(For Neil Griffin College of Business requirements, see p. 125)* |  |
| **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. 78)  **Students with this major must take the following:**  *A “C” or better in MATH 2143, Business Calculus* ***OR***  *MATH 2194, Survey of Calculus* ***OR***  *MATH 2204, Calculus I*  *ECON 2313, Principles of Macroeconomics*  *COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 4123, International Management | 3 |
| MKTG 3023, Applied Research | 3 |
| **Sub-total** | **9** |
| **Emphasis Area (Hospitality Management):** | **Sem. Hrs.** |
| ACCT 3063, Hospitality Accounting | 3 |
| LAW 4063, Hospitality Law | 3 |
| MKTG 3033, Advertising & Promotion | 3 |
| MKTG 4023, Services Marketing | 3 |
| MGMT 419V, Management Internship **OR**  MKTG 428V, Marketing Internship | 3 |
| **Sub-total** | **15** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | **19** |
| **Total Required Hours:** | **120** |

After p. 143

**Major in Management**

**Bachelor of Science Emphasis in Hospitality Management**

A complete 8-semester degree plan is available at [https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| --- | --- |
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| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 3153, Organizational Behavior | 3 |
| MGMT 4123, International Management | 3 |
| **Sub-total** | **9** |
| **Emphasis Area (Hospitality Management):** | **Sem. Hrs.** |
| HMGT 2013, The Hospitality Industry | 3 |
| HMGT 3013, Lodging Operations Management | 3 |
| HMGT 3123, Meeting & Event Management | 3 |
| HMGT 3143, Hospitality Sales & Marketing | 3 |
| HMGT 419V, Hospitality Internship | 3 |
| **Select one of the following:**  GSCM 3163, Supply Chain Management  MGMT 4163, Small Business Management  MKTG 4023, Services Marketing  NS 3133, Food Service Management (if permission granted by the CONHP) | 3 |
| **Sub-total** | **18** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | **16** |
| **Total Required Hours:** | **120** |

Before p. 494

**Methods and Materials Teaching General Science (GSP)**

**GSP 3203. Science for Teachers** Gives early childhood and middle school teachers an

overall view of the role of science in the development of modern civilization, and enables teachers

to use content knowledge to properly direct the learning activities of pupils in science classes.

Special course fees may apply. Fulfillment of the General Education Biological and Physical Science courses requirement. Fall, Spring, Summer.

[INSERT HOSPITALITY MANAGEMENT COURSES HERE]

**History (HIST)**

**HIST 1003.** **Introduction to History and Social Studies** GENERAL HISTORY. First year experience

course. Introduction to the disciplines and fields that make up history and social studies, as well as

skills to aid in college success. Fall

**HIST 1013. World History to 1500** WORLD HISTORY. The pre-modern world, with emphasis

on the economic, political, and cultural processes that shaped societies before the rise of global

interdependence. Fall, Spring, Summer. (ACTS#: HIST 1113)

After p. 494

**Methods and Materials Teaching General Science (GSP)**

**GSP 3203. Science for Teachers** Gives early childhood and middle school teachers an

overall view of the role of science in the development of modern civilization, and enables teachers

to use content knowledge to properly direct the learning activities of pupils in science classes.

Special course fees may apply. Fulfillment of the General Education Biological and Physical Science courses requirement. Fall, Spring, Summer.

**Hospitality Management (HMGT)**

**HMGT 2013 The Hospitality Industry** An overview of the various segments in the hospitality industry and their relationship to travel and tourism. Fall.

**HMGT 3013 Lodging Operations Management** Interrelationships between the various lodging departments and the management practices utilized to successfully operate lodging properties. Prerequisite, HMGT 2013. Spring.

**HMGT 3123 Meeting & Event Management** Elements of the meeting and event planning process from the inception of an idea through development, planning, and implementation. Fall.

**HMGT 3143 Hospitality Sales and Marketing** General stages of the personal selling process, sales technologies, and other elements of the marketing mix as they apply to the hospitality industry. Prerequisite, HMGT 2013. Spring.

**HMGT 419V Hospitality Internship** Practical experience in a variety of hospitality settings. Students will be assigned to work with regional firms under the supervision of an experienced professional. Special course fees may apply. Prerequisites, HMGT 2013, senior level standing, and instructor permission. Fall, Spring, Summer.

**History (HIST)**

**HIST 1003.** **Introduction to History and Social Studies** GENERAL HISTORY. First year experience

course. Introduction to the disciplines and fields that make up history and social studies, as well as

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**HIST 1013. World History to 1500** WORLD HISTORY. The pre-modern world, with emphasis

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