

**Eastern Illinois University**  
**New/Revised Course Proposal Format**  
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

**Banner/Catalog Information (Coversheet)**

1. ☐ New Course or ☒ Revision of Existing Course
2. Course prefix and number: MBA 5550
3. Short title: Marketing Management
4. Long title: Marketing Management
5. Hours per week: 3 Class ☐ Lab 3 Credit
6. Terms: ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. Initial term: ☐ Fall ☐ Spring ☒ Summer Year: 2015
8. Catalog course description: The analysis of the strategic marketing problems confronting managers in the evaluation of marketing opportunities, selection of target markets, development of marketing strategies, planning of marketing tactics, and implementation and control of the marketing effort.
9. Course attributes:  
General education component: N/A  
☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active
10. Instructional delivery  
Type of Course:  
☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research  
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: \_\_\_\_\_  
Mode(s) of Delivery:  
☒ Face to Face ☒ Online ☐ Study Abroad  
☒ Hybrid, specify approximate amount of on-line and face-to-face instruction: A maximum of 49% of the course will be online with the remainder face-to-face
11. Course(s) to be deleted from the catalog once this course is approved. None. This is a revision of an existing course.
12. Equivalent course(s): None
  - a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☐ No
13. Prerequisite(s): BUS 3470 and admission to the MBA degree program.
  - a. Can prerequisite be taken concurrently? ☐ Yes ☒ No
  - b. Minimum grade required for the prerequisite course(s)? Minimum Grade = C

c. Use Banner coding to enforce prerequisite course(s)? \_\_\_\_ Yes  X  No

d. Who may waive prerequisite(s)?

\_\_\_\_ No one \_\_\_\_ Chair \_\_\_\_ Instructor \_\_\_\_ Advisor  X  Other (Associate Chair)

14. Co-requisite(s):  None

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which  may  take the course:  Graduate students

b. Degrees, colleges, majors, levels, classes which may  not  take the course:  Freshmen, Sophomores, Juniors and Seniors

16. Repeat status:  X  May not be repeated \_\_\_\_ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor:  3

18. Grading methods:  X  Standard \_\_\_\_ CR/NC \_\_\_\_ Audit \_\_\_\_ ABC/NC

19. Special grading provisions:

\_\_\_\_ Grade for course will  not  count in a student's grade point average.

\_\_\_\_ Grade for course will  not  count in hours toward graduation.

\_\_\_\_ Grade for course will be removed from GPA if student already has credit for or is registered in:

\_\_\_\_\_

\_\_\_\_ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: \_\_\_\_\_

20. Additional costs to students:

Supplemental Materials or Software: In accordance with IGP 49 and current university policy governing supplemental purchases, in software (<\$75) and additional materials (<\$50) may be required by the faculty member teaching the course (see [eiu.edu/~textbks/facinfo.php](http://eiu.edu/~textbks/facinfo.php)).

Course Fee  X  No \_\_\_\_ Yes, Explain if yes \_\_\_\_\_

21. Community college transfer:

\_\_\_\_ A community college course may be judged equivalent.

X  A community college may  not  be judged equivalent.

Note: Upper division credit (3000+) will  not  be granted for a community college course, even if the content is judged to be equivalent.

## **Rationale, Justifications, and Assurances (Part I)**

1. X Course is required for the major(s) of: Master of Business Administration degree

\_\_\_ Course is required for the minor(s) of \_\_\_\_\_

\_\_\_ Course is required for the certificate program(s) of \_\_\_\_\_

\_\_\_ Course is used as an elective

2. **Rationale for proposal:** This is an update to the existing course in the MBA program which allows sections to be taught face-to-face, through hybrid, or online formats in keeping with the university's online delivery initiatives. Marketing is one of the key functional areas in modern business and in order for an MBA student to be successful they must understand how marketing works in the current business environment.

3. **Justifications for (answer N/A if not applicable)**

Similarity to other courses: N/A

Prerequisites: This course is the graduate level marketing course and requires that the student have the knowledge from the undergraduate Principles of Marketing Course (BUS 3470) which is why it is a prerequisite.

Co-requisites: N/A

Enrollment restrictions: This is the graduate level marketing course and restricting it to graduate students only ensures adequate preparation for the course. Per Graduate School policy, courses numbered 5500 or higher are restricted to graduate students enrolled in degree or certificate programs.

Writing active, intensive, centered: N/A

4. **General education assurances (answer N/A if not applicable)**

General education component: N/A

Curriculum: N/A

Instruction: N/A

Assessment: N/A

5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**

Online or hybrid delivery justification: Offering and instructing this course through a hybrid or online model allows and increases the enrollment probability of alumni and other interested students who have moved away from campus, are currently employed, or live outside the East Central Illinois area and may take their MBA program from another institution if this delivery option is not available. Online/hybrid delivery of this course provides the opportunity to market to these potential students through the online MBA program desired by the Graduate School at EIU.

Instruction: Lectures equivalent to those from the face-to-face courses will be recorded & posted online. All faculty who will deliver this course online are/will be OCDi (or appropriate equivalent) trained.

Integrity: Students will take quizzes and exams through an online testing taking monitoring system, or they will take them at a proctored facility such as a community college in their area.

**Interaction:** At the discretion of the faculty, provisions and requirements would vary but generally will utilize Email, Web-Based Discussions, and Web-conferencing. Email will be utilized in addressing individual student questions/communication. The web-based discussions (via a LMS-type environment) will be used to gauge student understanding of the materials presented via web-based video delivery and to provide clarification from the instructor. Web-based conferencing will be used to provide students with the opportunity to present their work to all members of the class, receive real-time feedback in the form of questions and discussion of their presentation and interact in real time with the faculty member and classmates.

## **Model Syllabus (Part II)**

Please include the following information:

1. Course number and title: MBA 5550 Marketing Management
2. Catalog description: The analysis of the strategic marketing problems confronting managers in the evaluation of marketing opportunities, selection of target markets, development of marketing strategies, planning of marketing tactics, and implementation and control of the marketing effort.
3. Learning objectives.

Upon completion of the course, all students will be able to perform the activities 1 through 4 that will meet the Graduate Learning Goals (GLG).

#	All Students	Graduate Learning Goals
1	Evaluate market opportunities.	a) Depth of content knowledge b) Effective critical thinking and problem solving c) Effective oral and written communication
2	Evaluate the attractiveness of potential target markets.	a) Depth of content knowledge b) Effective critical thinking and problem solving c) Effective oral and written communication
3	Develop strategic marketing programs that achieve company objectives by effectively taking advantage of attractive market opportunities.	a) Depth of content knowledge b) Effective critical thinking and problem solving c) Effective oral and written communication d) Advanced scholarship through research and creative activity
4	Develop a plan to effectively implement, coordinate, and control strategic marketing programs.	a) Depth of content knowledge b) Effective critical thinking and problem solving c) Effective oral and written communication d) Advanced scholarship through research and creative activity

4. Course materials:

- a. Text: A Framework for Marketing Management (5<sup>th</sup> ed.), Kotler & Keller, ISBN 978-0-13-253930-2.
- b. Articles
  - i. A Generic Concept of Marketing by P. Kotler (1972) Journal of Marketing.
  - ii. Rethinking Marketing by R. Rust, C Moorman, & G. Bhalla (2010) Harvard Business Review.
  - iii. Rediscovering Market Segmentation by D. Yankelovich & D. Meer (2006) Harvard Business Review
  - iv. The Brand Report Card by K. Keller (2000) Harvard Business Review.
  - v. Turn Customer Input Into Innovation by A. Ulwick (2002) Harvard Business Review.
  - vi. Pricing and the Psychology of Consumption by J. Gourville & D. Soman (2002) Harvard Business Review.
  - vii. The Outsourcing Compulsion by A. Thomas & T. Wilkinson (2006) MIT Sloan Management Review.
  - viii. Mastering the Marketing Communications Mix by K. Keller (2001) Marketing Management Journal.
  - ix. Ending the War Between Sales and Marketing by P. Kotler, N. Rackham & S. Krishnaswamy (2006) Harvard Business Review.

5. Weekly outline of content.

Week	Topic	Coverage
1	Defining Marketing	2.5 hours
2	Developing Marketing Strategies	2.5 hours
3	Collecting Information & Forecasting & Building Long-term Relationships	2.5 hours
4	Analyzing Consumer & Business Markets	2.5 hours
5	Segmentation Targeting & Positioning	2.5 hours
6	Branding	2.5 hours
7	Products	2.5 hours
8	Services	2.5 hours
9	Pricing	2.5 hours
10	Channels of Distribution	2.5 hours
11	Retailing, Wholesaling, & Logistics	2.5 hours
12	Integrated Marketing Communication	2.5 hours
13	Mass Communications	2.5 hours
14	Personal Communications	2.5 hours
15	Marketing Planning	2.5 hours
Final Examination		2 hours
Total		37.5 Hrs + 2 hrs for final exam

6. Assignments and evaluation, including weights for final course grade.

Actual weighting may vary by instructor

Grade Components	% of Grade
<b><u>Homework/assignment</u></b> <b>Sample Assignments</b> 1) Written analyses of supplementary articles and how they compare with the text and apply to student experience and career aspirations. 2) Journals describing and justifying decisions made in the simulation to connect decisions to topics discussed in class and tying outcomes to choices made.	40%
<b><u>Exams</u></b>	30%
<b><u>Project/Simulation</u></b> <b>Simulation Competition</b> - Students will compete in a marketing simulation where they make marketing management decisions, based on research and available data, related to target market selection, product design, pricing, distribution and promotion. Points will be awarded for performance. <b>Paper</b> - Students will prepare a paper covering how each area of the simulation (target market selection, the 4p's of marketing, performance metrics and research data) relates to what was discussed in class and what was learned about each area including specifics on the decisions and changes that were made related to each area along with why those decisions were made. <b>Presentation</b> - Each student will present their simulation experience to the class including a Q&A session. The presentation will be conducted professionally and will have up to 7 slides to share insights about their overall learning from the simulation experience.	30%

7. Grading scale.

This course will use a grading scale such as:

Percentage	Letter Grade
100-90%	A
89-80%	B
79-70%	C
69-60%	D
Less than 60%	F

8. Correlation of learning objectives to assignments and evaluation.

Objective	Exams	Assignments/ Homework	Project/ Simulation
1	X	X	X
2	X	X	X
3	X	X	X
4		X	X
5		X	X
6	X	X	X

Date approved by the department or school (School of Business Graduate Committee): 2/17/2015

Date approved by the college curriculum committee: 3/11/2015

Date approved by the Honors Council (*if this is an honors course*):

Date approved by CAA: CGS: