

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

CGS Agenda Item: 17-57
Effective Fall 2018

Banner/Catalog Information (Coversheet)

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** MBA 5550A
3. **Short title:** Marketing Management
4. **Long title:** Marketing Management
5. **Hours per week:** 3 Class 0 Lab 3 Credit
6. **Terms:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. **Initial term:** ☒ Fall ☐ Spring ☐ Summer Year: 2018
8. **Catalog course description:** 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. This course is available only to students in the MBA Online program or by permission of the Coordinator, Graduate Business Studies.
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 _____
11. Course(s) to be deleted from the catalog once this course is approved. NONE
12. **Equivalent course(s):** MBA 5550
 - a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☒ No
13. **Prerequisite(s):** BUS 3470
 - a. Can prerequisite be taken concurrently? ☐ Yes ☒ No
 - b. Minimum grade required for the prerequisite course(s)? C

c. Use Banner coding to enforce prerequisite course(s)? ☐ Yes ☒ No

d. Who may waive prerequisite(s)?

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☒ Other (specify) Coordinator,
Graduate Business Studies

14. Co-requisite(s): NONE

15. Enrollment restrictions

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

b. Degrees, colleges, majors, levels, classes which may not take the course:
Undergraduates

16. Repeat status: ☒ 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:

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions:

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

NA Grade for course will not count in hours toward graduation.

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

NA 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 ☐ included in Course Fee _____

Course Fee ☐ No ☒ Yes. Explain if yes \$100 course fee for program simulations, software and supplemental materials that will be purchased in bulk and distributed online in the course materials

21. Community college transfer:

☐ A community college course may be judged equivalent.

☒ 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. ☒ Course is required for the major(s) of Master of Business Administration
☐ 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 course is a required course in the MBA Online program. The course objectives and content are the same as MBA 5550; the MBA 5xxxA's courses are being added to address differential tuition rates and separate course fees that are unique to the MBA Online program courses.
3. **Justifications for (answer N/A if not applicable)**
Similarity to other courses: Intentionally the same course, same degree program, but is needed to address administrative differences between degree program designs (online versus face-to-face).
Prerequisites: Material in MBA level course requires knowledge of marketing for terminology, concepts, theories and practices that will be applied in the MBA course.
Co-requisites: None
Enrollment restrictions: Due to the specificity of the research and content examined, and the specialized MBA Online program structure, enrollment in this course will be restricted to MBA Online students or those with permission of the Coordinator, Graduate Business Studies.
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 an 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. Online delivery of this course provides the opportunity to market to these potential students through the MBA online program offered by the School of Business at EIU.
Instruction: Lectures equivalent to those from the face-to-face courses may 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 5550A Marketing Management

2. Catalog description:

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. This course is available only to students in the MBA Online program or by permission of the Coordinator, Graduate Business Studies. __

3. Learning objectives: Upon completion of the course, students will be able to:

#	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 (5th 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 hours + 2-hour final exam

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

Grade Components	% of Grade
------------------	------------

<p align="center"><u>Homework/assignment (200 pts)</u></p> <p align="center">Sample Assignments</p> <p>1) Written analyses of supplementary articles and how they compare with the text and apply to student experience and career aspirations.</p> <p>2) Journals describing and justifying decisions made in the simulation to connect decisions to topics discussed in class and tying outcomes to choices made.</p>		40%
<p align="center">Exams</p> <p>Two exams worth 200 points each.</p>		30%
<p align="center"><u>Project/Simulation</u></p> <p>Simulation Competition (100 pts)- 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.</p> <p>Paper (200 pts) - 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.</p> <p>Presentation (100 pts) - 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.</p>		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	Homework/ Assignments	Project/Simulation
1	X	X	X
2	X	X	X
3	X	X	X
4		X	X

Date approved by the discipline (MAR): 9/11/2017

Date approved by the department or school: 9/12/2017

Date approved by the college curriculum committee: 9/18/2017

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

Date approved by CAA: NA CGS: