Curriculum Change Proposal Form - Business 4BB Marketing Analytics and Strategy

1) Unit proposing the change: Economics, Accounting and Business (EAB)
2) Please check all appropriate items:

<table>
<thead>
<tr>
<th>New Course:</th>
<th>Course Change:</th>
<th>Course Deletion:</th>
<th>Program Changes:</th>
<th>New Programs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>X New Course Creation 1 (include title, credits, description, etc.)</td>
<td>□ Number (within level), title, description, pre-req change 2</td>
<td>□ Remove a Course 3</td>
<td>□ Change to Major 4</td>
<td>□ New Degree 4</td>
</tr>
<tr>
<td>□ Course to be Cross Listed 2</td>
<td>□ Add to LAE 1 3</td>
<td>□ Remove a course that is currently in the LAE 4</td>
<td>□ Change to Minor 1</td>
<td>□ New Program in principle 4</td>
</tr>
<tr>
<td>□ Course to be included in LAE 1 4</td>
<td>□ Remove from LAE 1</td>
<td>□ Change to LAE (change to the LAE itself) 3</td>
<td>□ New Program with curriculum 4</td>
<td></td>
</tr>
<tr>
<td>□ Change in Cross-List Status 5</td>
<td>□ Add a Minor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Special Course or non-credit workshop 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 Curriculum Committee receive & report to faculty
2 30 day faculty review required
3 LAE: assessment plan with assessment committee review required prior to CC consideration
4 Full faculty approval required
5 Curriculum Committee for action, approval published to faculty

3. Proposed term of initial offering or implementation date: Fall 2012
4. Please provide the following information here or attached:
   a. recommended level: FR SO JR SR
   b. credit hours: 3 s.h.c.
   c. title: Marketing Analytics and Strategy
   d. requirements it will satisfy: (major, minor, LAE, licensure): Major in Marketing
   e. prerequisites or other special conditions: 24 credits of the 30-credit Business Core; BUSI 341 Marketing; BUSI 416, Professional Selling or BUSI 419 Consumer Behavior
   f. description of change: This course is a requirement of the proposed Marketing major.
   g. proposed catalog description:

   This course is designed to be a two-fold, integrated approach to understanding and applying appropriate marketing planning and strategy. The first part of the course examines the proper way to organize, analyze, and integrate relevant and reliable research data and information so that it can be used most efficiently and effectively in strategic marketing. The second part of this course is a comprehensive examination of marketing planning and strategy, culminating with the student developing a marketing plan.
   h. justification for change:
   The course is typical of AACSB-approved marketing baccalaureate-level programs.
   i. staffing considerations:
      (1) can be taught by present staff _X_ or adjunct faculty
      (2) will require additional staff ___
j. anticipated frequency of offering:
   (1) every semester____
   (2) once a year X or as needed
   (3) alternate years____

k. resources (facilities, equipment, supplies, library materials, etc.):
   No additional resources are required. Adjunct faculty salaries will be paid through current Graduate and Continuing Studies budget lines.

5. Signatures:
   Department Chair: ____________________________
   (please attach department discussion summary)
   Date: 8/26/11
   Department Vote:
   in favor 7 opposed 0 abstentions 0

   Vice President of Graduate and Continuing Studies: (if applicable) ____________________________
   in favor or opposed or abstain (circle one)
   (please attach comments)
   Date: __/__/____

   Teacher Preparation Programs [Initial Licensure]: (if applicable) ____________________________
   in favor or opposed or abstain (circle one)
   (please attach comments)
   Date: __/__/____

   Division Coordinator: ____________________________
   (please attach department and division discussion summaries)
   Date: 8/26/2011
   Division Vote:
   in favor 24 opposed 0 abstentions 0

   Committee Chair (VPAA): ____________________________
   Date: 9/8/11
   Curriculum Committee vote:
   in favor 8 opposed 0 abstentions 0

6. Date of Resolution:
   (a) 30-day approval period ends ____________________________
   (b) date of faculty meeting for consideration ____________________________

NOTE: See APAP section 110 for more information regarding changes to curriculum.
APPENDIX 1

MUSKINGUM UNIVERSITY
Proposal Syllabus, BUSI 4BB: Marketing Analytics and Strategy

Prerequisites:
24 of 30 credits of the Business Core completed; BUSI 341, Marketing; BUSI 416 Professional Selling or BUSI 419 Consumer Behavior

COURSE DESCRIPTION:

This course is designed to be a two-fold, integrated approach to understanding and applying appropriate marketing planning and strategy. The first part of the course examines the proper way to organize, analyze, and integrate relevant and reliable research data and information so that it can be used most efficiently and effectively in strategic marketing. The second part of this course is a comprehensive examination of marketing planning and strategy, culminating with the student developing a marketing plan.

COURSE LEARNING OBJECTIVES:

After completing this course, the student will be able to:
1. Understand the critical importance of marketing analytics as it applies to marketing planning and strategy.
2. Directly apply meaningful research data and information into a marketing plan and strategy.
3. Build upon previous marketing coursework in order to develop a comprehensive working knowledge of marketing concepts and terminology.
4. Critically analyze marketing plans and strategies.
5. Develop a professional and appropriate marketing plan and strategy.

SUGGESTED TEXTS:

The following textbooks are suggested. Please also note that since this course integrates research analytics with the strategic marketing planning process, multiple texts/readings are needed. Additionally, access to research data software such as SPSS will most likely be needed.

*Essentials of Marketing Research*, Zikmund & Babin, Cengage Learning, 2010 (4th Edition) [Students can buy the e-text or select e-chapters one-at-a-time (recommended since a focus will be on analytics and will not use all chapters of the text)].

This text is highly recommended as it contains many case studies and marketing worksheets for development of appropriate marketing plans.
**SUGGESTED SCHEDULE AND ASSIGNMENTS:**

✓ Assuming the course is delivered in a 10 week term, students should complete the following chapters and assignments by week five:
  
  - *Essentials of Marketing Research - Chapters 1-4 and 14-16* (excerpts from these chapters).
  - Organize and analyze a sample of marketing research with a software program, making sure to examine how it can be integrated into the strategic marketing planning process.
  - Critically analyze historical examples of analytics as they apply to strategic marketing. In other words, case studies on how companies succeeded/failed due to analyzing and integrating marketing research data/information.
  - Marketing Strategy text - chapters 1-5.

✓ The following should be accomplished between week five and the end of the term/course:
  
  - Marketing Strategy text - chapters 6-11.
  - Complete 5-10 of the 20 cases found in the Marketing Strategy text.
  - Critically analyze historical marketing plans and strategies, both successful and failed.
  - The term assignment should be to develop a strategic marketing plan integrating marketing analytics, making sure to employ the planning worksheets from the Marketing Strategy text.