

Glassboro State College Senate Curriculum Committee

# Approval Form

Proposal Title: Business and Industrial Marketing (new course) 0509.391

Sponsor(s) Dr. Richard Parker Dept.: Marketing Ext. 6461

Check one:  Course  Specialization  Concentration  Minor  Achievement Certificate  
 Certification Program  Major Program  Minor Change (please name deletion or credit/title/catalog change)

Undergraduate  Graduate 3 Credit Hours

<p><b>Step 1 (Department)</b></p> <p><input checked="" type="checkbox"/> Approved <u>11/15/92</u> Date</p> <p><input type="checkbox"/> Not Approved</p> <p><u>11/15/92</u> Dept. CC Chairperson</p> <p><input checked="" type="checkbox"/> Reviewed <u>10/8/92</u> Date</p> <p><u>[Signature]</u> Dept. Chairperson</p>	<p><b>Step 2 (Receipt)</b></p> <p><input checked="" type="checkbox"/> SCC# <u>912-93-15</u></p> <p>Proposal Received _____ Date</p> <p><u>OCT 15 1992</u></p> <p><u>[Signature]</u> SCC Chairperson</p>	<p><b>Step 3 (School CC)</b></p> <p>Reviewed <u>11/15/92</u></p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p><b>Comments:</b></p> <p><u>[Signature]</u> School Curr Comm. Chairperson</p>
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**Step 4 (Academic Dean)**

Recommend  
 Not Recommend  
 Conditionally Recommend (see comments)

Reviewed 11/15/92 Date

**Comments:** NOV 12 1992

[Signature]  
Signature, Dean of School

**Step 5 (SCC)**

Open Hearing 11/3/92 Date  Approved by Senate Curriculum Committee 2/16/93 Date

Returned to sponsor(s) for the following reasons:  
approved with following changes: Revised Catalogue Description  
Revised Objectives

**Step 6 (Senate)**

Presented to Senate 2/19/93 Date

Approved  Not-Approved

Notification to Executive Vice-President/Provost 2/26/93 Date

[Signature]  
Signature, SCC Chairperson

**Step 7 (Executive V.P./Provost)**

Received \_\_\_\_\_  
Date

Approved  Yes  No


If no, reasons are as follows:

Student credit hours \_\_\_\_\_

Faculty load hours \_\_\_\_\_

Equalized credit hours \_\_\_\_\_

Official copy and approval sheet filed MAR 29 1993  
Date

  
Signature, Executive Vice-President/Provost

**Registrar**

Approved course description received 8 Mar. 93  
Date

Hegis Taxonomy and Course Number assigned 0509.391

B. J. Kelsey  
Signature, Registrar

8 Mar. 93  
Date

**Notification forwarded:**

- Senate Curriculum Committee Chairperson
- Department Chairperson(s)
- Academic Dean(s)
- Registrar
- Sponsor(s)

ROWAN COLLEGE OF NEW JERSEY  
SCHOOL OF BUSINESS ADMINISTRATION  
NEW COURSE PROPOSAL

Course Title: Business and Industrial Marketing

Sponsor: Richard Parker, PhD, Associate Professor of Marketing,  
School of Business Administration

Credit Hours: 3

Course Level: Undergraduate (Juniors and Seniors)

Curricular effect: This course will be an additional elective  
for students specializing in Marketing or  
other fields in business administration.

Prerequisite: 0509.300 Principles of Marketing

Suggested time and scale of implementation:

This course should be offered beginning in the Fall of 1993.  
Two sections per year are anticipated.

Adequacy of present staff and resources:

Several current Marketing faculty would be qualified  
to teach this course. No new faculty or other resources  
would be required, and there would be no effect on the  
number of courses offered in any given semester by the  
department, because sections of this course would be offered  
in place of sections of other Marketing electives.

Rationale:

Marketing to business and industry, and to organizations in  
the public sector (as opposed to marketing to the  
ultimate consumer), has become increasingly important in the  
economy. A large proportion of entry-level job  
opportunities for marketing graduates are in business-to-  
business marketing. Organizational customers differ  
significantly from individual consumers, but these  
differences are not adequately treated in conventional  
marketing courses such as Consumer Behavior. Consequently,  
many colleges and universities, including those in our  
region (e.g. Rutgers University at Camden), now offer  
specific undergraduate courses in this subject. Moreover,  
recent years have seen a proliferation of new textbooks and  
academic journals (e.g. the Journal of Business and  
Industrial Marketing) concerned with this topic. These  
developments demonstrate both the need for such a course and  
the existence of a knowledge base to support it.

Essence of the course:

Objective: Students will master the key concepts and strategic issues associated with marketing to business and organizational customers, with particular emphasis on differences between business marketing and consumer marketing.

Teaching Materials: Text materials will provide students with a knowledge base for decision-making in a business context. Case studies, films, and other resources will be utilized to give students insight into actual decision situations.

Topical Outline:

1. Essential characteristics of the business market
2. Concerns of the organizational buyer
3. Ethical issues in business marketing
4. Segmenting the business market
5. Analyzing organizational demand
6. Planning business marketing strategy
7. Strategy development in a global context
8. Collecting information for decision-making
9. Managing the product line
10. Managing industrial services
11. Product and service innovation
12. Managing channels and logistics
13. The industrial pricing function
14. Organizational interaction and negotiation
15. Managing industrial communication and promotion
16. Personal selling in the industrial context
17. Evaluating and controlling performance
18. Societal implications of organizational marketing

(Representative text: M. Hutt & T. Speh, Business Marketing Management: A Strategic View of Industrial and Organizational Markets, fourth edition, NY: Dryden Press, 1992).

Evaluation of students: Students will be evaluated via objective examinations, written assignments, and other traditional methods.

Course evaluation: Student evaluations will be regularly conducted, and the course will be reviewed by the departmental curriculum committee.

Results of consultations:

Consultations are not truly applicable in this case, because most students taking this course will be specializing in Marketing. Non-business majors would not normally take this course. Since a few students may be drawn from other specializations within the School of Business Administration, faculty members from the other two business departments were consulted regarding this course.

The comments of Dr. R. Pritchard of the Accounting/Finance Department, and Professor D. Hamilton, chair of the Management/MIS department, are appended below.

Catalog description:

Undergraduate Course:

0509.385

3 s.h.

Business and Industrial Marketing

(Prerequisite: 0509.300)

Students will investigate key concepts and strategic issues associated with marketing to business and organizational customers. Strategic differences between business and consumer marketing will be examined. Students will apply course concepts by means of analysis of case studies of actual decision situations.



GLASSBORO STATE COLLEGE

School of Business Administration  
Accounting/Finance Department

Glassboro, New Jersey 08028-1748  
(609) 863-6028

October 9, 1992

To: Dr. Richard Parker

From: Dr. Robert E. Pritchard

Subj: Proposal for Course: Business and Industrial Marketing

I support your proposal for the new course Business and Industrial Marketing. Since approximately one-third of goods and services are purchased by business and government, this course will add to the breadth and scope of the marketing program. Thank you.

REP/gb



**GLASSBORO STATE COLLEGE**

**School of Business Administration  
Department of Management and  
Management Information Systems**

**Glassboro, New Jersey 08028-1748  
(809) 863-6026**

TO:                     Mr. Robert J. [unclear]  
FROM:                 [unclear] *Dear Robert,*  
                           [unclear] [unclear] [unclear] [unclear] [unclear] [unclear]  
RE:                     [unclear] [unclear] [unclear] [unclear] [unclear] [unclear]

Your proposal for a new course in Financial and Industrial Marketing is very good. I certainly hope to see your design and my design involved with it. I cannot speak for the college as a whole. However, I believe that the majority of faculty members are open to new ideas and to new courses. I would encourage you to discuss the matter with the faculty and to let them know that you are planning new courses.