Glassboro State College Senate Curriculum Committee

Approval Form

Proposal Title: Business and Industrial Marketing (new course) 0509.341

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

Check one: Course □ Specialization □ Concentration □ Minor □ Achievement Certificate
□ Certification Program □ Major Program □ Minor Change

Undergraduate □ Graduate □ Credit Hours

Step 1 (Department)
☑ Approved Date
☑ Reviewed 10/8/92

Dept. CC Chairperson

Step 2 (Receipt)
☑ SCC# G12.93.03
Proposal Received Date

OCT 10

Step 3 (School CC)
Reviewed 11/5/92
☑ Approved □ Not Approved
Comments:

Step 4 (Academic Dean)

☑ Recommend
☑ Not Recommend
☑ Conditionally Recommend (see comments)

Reviewed Date

Step 5 (SCC)
Open Hearing 11/17/92 Date
☑ Approved by Senate Curriculum Committee 2/16/93

☑ Returned to sponsor(s) for the following reasons:

Approved with following changes:

Proposal Catalogue Description
Revised Objectives

Step 6 (Senate)
Presented to Senate 2/19/93
☑ Approved □ Not Approved

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

Mary L. Putman
Signature SCC Chairperson
Step 7 (Executive V.P./Provost)

Received ______ Date ______

If no, reasons are as follows.

Approved ☐ Yes ☐ No

Student credit hours __________

Faculty load hours __________

Equalized credit hours __________

Official copy and approval sheet filed ______ Date ______

Signature: Executive vice-President/Provost

Registrar

Approved course description received ______ Date 8 Mar. 93 ______

Hegis Taxonomy and Course Number assigned 0509 391 ______

Signature: Registrar 8 Mar. 93 ______

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


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.
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