



**UNIVERSITY CURRICULUM COMMITTEE**

DATE OF OPEN HEARING (if necessary) 1/14/99 (change line only)

APPROVED

NOT APPROVED

COMMENTS:

Phonetic in Dec 3/2/99  
SIGNATURE DATE

**SENATE**

Date announced at Senate 1/21/99

Voted upon at Senate:                      Approved                      Not Approved                      Date:

**EXECUTIVE VICE PRESIDENT/PROVOST**

APPROVED

NOT APPROVED If no reasons are as follows:

STUDENT CREDIT HOURS \_\_\_\_\_ FACULTY LOAD HOURS \_\_\_\_\_ EQUALIZED CREDIT HOURS \_\_\_\_\_

OFFICIAL COPY & APPROVAL SHEET FILED (DATE): \_\_\_\_\_

DATE/SIGNATURE EXECUTIVE VICE PRESIDENT/PROVOST

*[Signature]*

**REGISTRAR**

DATE APPROVED COURSE DESCRIPTION RECEIVED \_\_\_\_\_

HEGIS TAXONOMY & COURSE NUMBER ASSIGNED 0509.505

DATE/SIGNATURE OF REGISTRAR Robert A Kulat 3/30/99

**NOTIFICATION FORWARD:**

SENATE CURRICULUM COMMITTEE CHAIRPERSON

DEPARTMENT CHAIRPERSONS

ACADEMIC DEAN(S)

REGISTRAR

SPONSOR(S)

*JM 3/31/99*

## New Course Proposal

Rowan University

College of Business

Marketing Department

Course Title: Consumer Analysis 0509.503  
Sponsor: Richard Parker, PhD, Associate Professor of Marketing  
Credit Hours: 3  
Course Level: Graduate (MBA Program)  
Curricular Effect: Elective in the MBA program  
Prerequisite: 0509:500 Marketing Management, or permission of instructor  
Suggested time and scale of implementation:

One section of this course can be offered every other year beginning Fall 1999. 994

Adequacy of present staff and resources:

No new resources would be needed. Several current Marketing faculty would be qualified to teach this course. This course would be an elective and require no special support.

Rationale:

Successful marketing requires careful analysis of current and potential customers in both consumer and business markets. Business graduates can benefit from a course that provides them with a solid grounding in consumer research methods and practical applications.

Essence of the course:

The course will provide students with subject matter knowledge in consumer research as well as skill training in decision-making via analysis of real-world marketing situations.

Topical Outline:

1. Essential characteristics of consumer and business markets.
2. Research methods applicable to consumer and market research.
3. Psychological foundations of consumer behavior
4. Socio-cultural foundations of consumer behavior
5. Ethical issues in consumer research
6. Case studies in consumer analysis

Representative text:

F. DeBruicker & S. Ward, *Cases in Consumer Behavior*, NJ: Prentice-Hall

Evaluation of students:

Students will be evaluated by means of conventional examinations as well as written and oral presentations of case studies and/or independent research projects which analyze consumer behavior in various types of markets.

Course evaluation:

In addition to regular student evaluation surveys, a variety of outcomes assessment measures will be used to assess student learning. The course will be fully reviewed following the first offering.

Results of consultations:

Consultations are not applicable in this case because the course will only be taken by graduate students with an interest in Marketing. Similar courses are offered by many of the universities with which we compete (e.g. Rutgers University).

Catalog description:

Graduate course: 3 s.h.

0509:501 Consumer Analysis

(Prerequisite: 0509:500 or permission of instructor)

Students will conduct detailed analyses of consumer and/or business markets. After examining a range of conceptual materials and research methodologies, they will apply these insights to the analysis of actual decision-making situations by means of case studies and/or independent research projects.