Glassboro State College Senate Curriculum Committee

Approval Form

Proposal Title: Marketing Basics (New Course Proposal)

Sponsor(s) Dr. Richard Parker Dept.: Marketing Ext. 6029

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

□ Undergraduate □ Graduate 3 Credit Hours

Step 1 (Department)
☑ Approved 17 Oct 1990
☑ Reviewed 17 Oct 1990

Step 2 (Receipt)
☑ SCC# 70-71-1 Proposal Received

Step 3 (School CC)
Reviewed Nov 2, 1990
☑ Approved
☑ Not Approved

Comments:

Step 4 (Academic Dean)
☑ Recommend □ Not Recommend □ Conditionally Recommend (see comments)
Reviewed 11/3/90

Step 5 (SCC)
Open Hearing 11/10/90 □ Approved by Senate Curriculum Committee

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

Step 6 (Senate)
Presented to Senate
☑ Approved □ Not Approved

Notification to Executive Vice-President/Provost

Signature, SCC Chairperson
Step 7 (Executive V.P./Provost)

Received 3/9/91
Date

If no, reasons are as follows:

Approved □ Yes □ No

Student credit hours 3

Faculty load hours 3

Equalized credit hours 3

Official copy and approval sheet filed APR. 1 1991

Signature, Executive Vice-President/Provost

Registrar

Approved course description received Date

Hegis Taxonomy and Course Number assigned

Signature, Registrar Date

Notification forwarded:

□ Senate Curriculum Committee Chairperson

□ Department Chairperson(s)

□ Academic Dean

□ Registrar

□ Sponsor(s)
Details

Course Title: Marketing Basics

Sponsor: Richard Parker, Ph.D., Associate Professor of Marketing, School of Business Administration

Credit hours: 3

Course level: Undergraduate (Sophomores, Juniors and Seniors)

Curricular effect: This course will be an elective for non-business majors.

Prerequisites: None

Suggested time and scale of implementation:

This course should be offered beginning in the Fall of 1991. One or two sections per semester are anticipated.

Adequacy of present staff and resources:

All of the current Marketing faculty would be qualified to teach this course. No new faculty or other resources would be required as sections of this course would replace sections of "Principles of Marketing" currently designated for non-business majors.

Rationale:

In the past we have offered sections of the course "Principles of Marketing" (0509.300) that were specifically designated for non-business majors. Unfortunately, it may no longer be possible for this to be done. Several changes in our curriculum may be required so that we can be in conformity with guidelines established by the American Assembly of Collegiate Schools of Business (AACS B) for the accreditation of Business programs. One of these guidelines requires that admission to upper-level (300 and above) business courses (such as Principles of Marketing) be restricted to students who have completed the common core of lower level business courses (e.g. accounting) and cognate areas (e.g. calculus, statistics, micro- and macro-economics, etc.). Few, if any, non-business students at GSC could be expected to meet this standard for admission to Marketing courses.

The course presently being proposed would not be
subject to this AACSB policy because it would be a lower level course specifically designated for non-business students. At the same time, it would offer a non-technical introduction to the subject matter in Marketing that has proven to be of interest to non-business students in the past.

Essence of the course:

Objectives: Students will become familiar with the key concepts and issues associated with Marketing activity, with particular reference to how these ideas can be integrated with knowledge in their own primary fields of study.

Topical Outline:

1. Marketing's role in the firm and in society.
2. Finding target market opportunities with market segmentation.
3. Evaluating the environmental context for marketing.
4. Marketing research and information systems.
5. Buyer behavior.
6. Product development and management.
7. Promotional concepts.
8. Personal Selling and Sales Promotion.
11. Distribution concepts.
12. Wholesaling and retailing.
14. Social evaluation of marketing systems.


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:

Three departments whose students have traditionally been served with an introductory Marketing course, namely the Communications, Home Economics, and Health & Physical Education departments, were consulted. The chairpersons of those departments, Dr. David Cromie, Dr. Lynne Levy, and Dr. Mary Putman, have expressed support for this proposal (see attachments).
Catalog Description:

Marketing 0509:200 (3 s.h.)
Marketing Basics
[No Prerequisites]

An introduction to marketing, designed for non-business majors. The course examines key concepts in marketing in areas such as product and service development, promotion, pricing and distribution. (This course cannot be used for credit toward a degree in business administration.)
October 17, 1999

Dr. Richard Parker
Marketing Department
School of Business Administration
Glassboro State College
Glassboro, New Jersey 08028

Dear Dr. Parker:

I appreciate the opportunity to review and react to the proposed course entitled Marketing Basics. Health and Physical Education majors who are specializing in Adult Fitness are required to complete a marketing course as part of their general education sequence, which to date has been Principles of Marketing (5500.36). The topics covered in this new course would provide the background our students need in the area of marketing.

This course would best compliment our Adult Fitness program if it was included in General Education. I would like you to consider submitting this to the All-College Curriculum Committee as a choice in the social and behavioral science bank in general education.

Sincerely,

[Signature]

Mary L. Foran, Chair
Health and Physical Education
To: Richard Parker
From: Lynne Levy
Re: Marketing Basics
Date: October 15, 1990

I have looked over your proposal for the course Marketing Basics. This course will definitely be a good course for our students. As you know, Marketing is a required course for students in our Retail / Fashion Merchandising specialization. They need to know the basics, but not necessarily the detail covered in the present course.

I am glad you took the time to write this course proposal, as I feel it will be beneficial for our majors, as well as others, in the future. The course is definitely needed if non-business majors will be unable to take the present Marketing course in the future.

Your proposal covers all necessary areas; I see no changes necessary.
TO:        Dr. Richard Parker  
           Marketing Department  
           School of Business 

FROM:  David Cromie, Chair  
       Communications Department 

DATE:    October 15, 1990 

SUBJECT: Course Proposal: “Marketing Basics” 

Thank you for consulting with members of this department concerning your new-course proposal for “Marketing Basics.” I have duplicated your proposal and sent it around to all people in Advertising, Public Relations and Radio/TV/Film.

The consensus here is that the course you propose is admirably suited for the needs of our students. We thank you and the folks in Marketing for going to such lengths to accommodate students who are not your majors.

We understand your rationale for not being able to offer the original “Principles of Marketing” to undergraduates not having met the demanded prerequisites that your Business students do meet. We think the new course is going to be a welcome addition to the curriculum for non-business majors and we predict that, as in the past, we will fill two sections each semester if you are able to offer that many.

Thank you once again for all your help and cooperation.

Dave