

CURRICULUM PROPOSAL FORM

(9758-0147)

DEADLINES:

REGULAR COURSE PROPOSALS: OCTOBER 23, 1998 FOR FALL, 1999 AND FEBRUARY 19, 1999 FOR SPRING, 2000
SHORT-TERM COURSE PROPOSALS: DECEMBER 11, 1998 FOR FALL, 1999 AND MARCH 26, 1998 FOR SPRING 2000

PROPOSAL TITLE: Marketing Management

SPONSOR/S: College of Business MBA Curriculum Committee

DEPARTMENT: MBA

0509.500

CHECK ALL THAT APPLY:

UNDERGRADUATE X GRADUATE

COLLEGE: Business

If LAS: History/Humanities
Math/Sciences
Social/Behavioral Sciences

TYPE OF PROPOSAL (Check ALL that Apply)

- General Education
New Course in Bank
Existing course, Add To Bank
Multicultural/Global Designation
Writing Intensive Designation
New Course (NOT Gen. Ed.)
Name Change (Dept., School, Major)
Changes in Degree Requirements
Changes Involve Gen. Ed. requirements
X Minor Changes to Existing Courses
Course is NOT General Education
Course IS General Education
New Minor/Concentration/Specialization
New Major/Degree Program
Short Term Course Proposal

See attached for signatures

DEPARTMENT

(SIGNATURE INDICATES APPROVAL)

DEPT. CURRICULUM CHAIR / DATE

DEPT. CHAIRPERSON / DATE

COLLEGE CURRICULUM COMMITTEE

DATE OF OPEN HEARING (if necessary) 1/21/99

APPROVED
NOT APPROVED

COMMENTS:

Signature: Anthony A. Lewis DATE: 1/21/99

ACADEMIC DEAN (& GRADUATE DEAN, for New Graduate Programs Only)

APPROVED
NOT APPROVED
COMMENTS:

SIGNATURE (Academic Dean) DATE
SIGNATURE (Graduate Dean) DATE

UNIVERSITY CURRICULUM COMMITTEE

DATE OF OPEN HEARING (if necessary) 1/14/99 (College level only)

APPROVED

NOT APPROVED

COMMENTS:

[Signature] 3/21/99
SIGNATURE DATE

SENATE

Date announced at Senate 1/26/99

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 _____

DATE/SIGNATURE OF REGISTRAR Robert C. Kulat 3/31/99

NOTIFICATION FORWARD:

SENATE CURRICULUM COMMITTEE CHAIRPERSON

DEPARTMENT CHAIRPERSONS

ACADEMIC DEAN(S)

REGISTRAR

SPONSOR(S)

TIM 3/31/99

**SENATE CURRICULUM COMMITTEE
MINOR CURRICULAR CHANGE FORM**

PROPOSAL TITLE: Marketing Management

UNDERGRADUATE GRADUATE CREDIT HOURS

SPONSOR(S): College of Business MBA Curriculum Committee
DEPARTMENT: MBA
TELEPHONE: 256-4024

CHECK:

- CHANGES IN APPROVED MINORS, SPECIALIZATIONS, CONCENTRATIONS
- CATALOG DESCRIPTIONS, TITLES, AND/OR PREREQUISITES
- SMALL CHANGES IN COURSE CONTENT OF EXISTING COURSES WHICH DO NOT SUBSTANTIALLY VARY THE CURRICULUM
- CHANGES IN HEGIS NUMBER

STEP #1 (DEPARTMENT)	STEP #2 (COLLEGE)	STEP #3 (ACADEMIC DEAN)
Date Approved: <u>4/18/98</u> Date NOT Approved: _____ <i>[Signature]</i> Dept. Curriculum Chairperson signature/date <i>[Signature]</i> Dept. Chairperson signature/date	Recommend To Approve/date: <u>4/20/98</u> Recommend NOT To Approve/date: _____ Comments: _____ <i>[Signature]</i> College Curriculum Chairperson Signature /date	Recommended <input checked="" type="checkbox"/> NOT Recommended <input type="checkbox"/> <i>[Signature]</i> Dean of College Signature/date

STEP #4 (CURRICULUM COMMITTEE)	STEP #5 EXECUTIVE VP/PROVOST
SCC# <u>9798-249</u> APPROVED: NOT APPROVED: _____ Curriculum Committee Chairperson Signature/date	Approved _____ NOT Approved _____ _____ Signature /Date

REGISTRAR'S SIGNATURE/DATE

COLLEGE OF BUSINESS
PROPOSAL FOR MINOR CURRICULAR CHANGE
MARKETING MANAGEMENT

1. **Details**

- a. Course Title: Marketing Management
- b. Sponsors: College of Business MBA Curriculum Committee
- c. Credit Hours: 3 credit hours
- d. Course Level: Graduate
- e. Prerequisites: Concurrent enrollment in, or completion of, Integrative Managerial Skills course.
- f. Suggested time and scale of implementation: One section to be offered each year beginning in the Spring of 1999.
- g. Curricular Effect: Required of all MBA students.
- h. Adequacy of the present staff, resources, space needs, and any other requirement for implementation: There will be no changes in need for resources.
- i. Recommended Library Resources: No new resources will be required.
- j. Short-term Evaluations: Assessment will be done each semester that the course is offered.

2. **Rationale**

In a competitive environment, organizations of all kinds require sophisticated knowledge and skill in marketing management. A course such as this is therefore required in virtually every graduate management program. This course accommodates the new Integrative Managerial and Integrative MBA Seminar courses in the curriculum.

The course builds upon the work done in the Integrative Managerial Skills course. Tools learned in the Integrative Managerial Skills course will be expanded and applied in this course.

3. **Essence of the course**

a. Objectives

As a result of this course students will:

1. Build upon their existing knowledge base of marketing concepts
2. Better understand the contribution of marketing to the overall mission and operations of an organization
3. Develop and enhance their analytical marketing decision-making skills
4. Better understand marketing strategies applicable to a range of business and organizational situations
5. Better understand tactical considerations of planning for product/service offerings, pricing, promotion and distribution
6. Be able to design and evaluate marketing plans
7. Gain experience in teamwork and leadership
8. Develop and enhance their written and oral presentation skills

b. Topic outline contents

Course topics will include:

- a. Brief review of basic concepts in marketing
- b. Elaboration of advanced concepts in marketing management and strategy
- c. Decision-making techniques
- d. Adaptation of strategies to various consumer and organizational markets
- e. Market segmentation and targeting
- f. Developing and managing product/service offerings
- g. Strategic and tactical pricing decisions
- h. Promotional strategies
- i. Distribution strategies and institutions
- j. Marketing implementation, information and control

c. Evaluation and Grading

Students in this course will be evaluated on a combination of written assignments, group and/or individual oral presentations in class, participation in classroom activities and discussions, and examinations.

d. Course Evaluation

Evaluation methods currently in use in the MBA program for all courses will be applied to this course.

4. **Consultation**

The proposal presented here was developed by a committee formed of all specializations in the College of Business. The committee studied practices of schools comparable in size and mission to Rowan.

CATALOGUE DESCRIPTION

MARKETING MANAGEMENT

This course focuses on managing the marketing function in a dynamic, competitive environment, in coordination with other organizational functions, to enhance the overall performance of an organization. Attention will be devoted to the design of strategies for the achievement of competitive advantage in product/service offerings, pricing, promotion and distribution. Students will build upon their existing knowledge base of marketing concepts and will develop or extend competencies in analytical decision-making, ability to identify market opportunities, and ability to develop and evaluate marketing plans.

Prerequisite: Completion of, or concurrent with, Integrated Managerial Skills.

OSCI 518

OVERVIEW OF MINOR COURSE REVISION MARKETING MANAGEMENT

Some of the topics covered in Marketing Management have been put under the new Integrative Managerial Skills course. The objectives of the course remain the same. The area to be covered in the Integrative Managerial Skills course will be the role of Marketing in the production and distribution of goods and services and its integrative effect within the firm. In addition, the concept of market/customer orientation within the context of customer satisfaction will be addressed.