

Glassboro State College Senate Curriculum Committee

Approval Form



Proposal Title: STRATEGIC MARKETING MANAGEMENT 0509.403

Sponsor(s) Dr. Harold W. Lucius Dept.: Marketing Ext. 5270

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>Step 1 (Department)</p> <p><input type="checkbox"/> Approved _____ Date</p> <p><input type="checkbox"/> Not Approved _____ Date</p> <p>Dept. CC Chairperson _____</p> <p><input checked="" type="checkbox"/> Reviewed <u>10/7/92</u> Date</p> <p>_____ Dept. Chairperson</p>	<p>Step 2 (Receipt)</p> <p><input checked="" type="checkbox"/> SCC# <u>92-93-24</u></p> <p>Proposal Received _____ Date</p> <p>_____ SCC Chairperson</p>	<p>Step 3 (School CC)</p> <p>Reviewed <u>11/5/92</u></p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p>Comments:</p> <p>_____ School Curr Comm. Chairperson</p>
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Step 4 (Academic Dean)

Recommend
 Not Recommend
 Conditionally Recommend (see comments)

Reviewed 11/1/92 Date

Signature, Dean of School

Comments:

Step 5 (SCC)

Open Hearing 11/30/92 Date Approved by Senate Curriculum Committee 11/30/92 Date

Returned to sponsor(s) for the following reasons:
Approved with following changes:
not names of prerequisite courses

Step 6 (Senate)

Presented to Senate 2/19/93 Date Approved Not Approved

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

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 0509.403

B. H. Kellogg
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: Strategic Marketing Management

Sponsor: Harold W. Lucius, PhD, Professor of Marketing,
School of Business Administration

Credit Hours: 3

Course Level: Undergraduate (Senior)

Curricular Effect: This course will replace Seminar in Marketing as the capstone course in the Marketing specialization.

Prerequisite: (0509.300, 0509.374, 0509.376, 0509.379)

Suggested time and scale of implementation:

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

Adequacy of present staff and resources:

Several current Marketing faculty are qualified to teach this course. Computer facilities are adequate. No new faculty or other resources would be required, and there would be no effect on the number of courses offered in a given semester by the department, because this course will be offered in place of Seminar in Marketing.

Rationale:

A need exists in virtually every area of academic study for some sort of capstone course, in which students can synthesize diverse information and approaches drawn from courses on particular topics. Marketing students need to be able to "see the forest as well as the trees". A senior-level course providing a managerial and strategic view of the marketing enterprise is definitely needed in our curriculum.

Each company shares with all other companies the challenge of identifying and understanding the unfolding markets around it. Success will depend on its ability to perceive and understand these markets in all their subtlety, inconsistency, and rationality. By choice, Strategic Marketing Management tries to illustrate and enrich this complexity so that students will approach the subject with the sophistication it deserves.

This course is consistent with recommendations made by external consultants during the 1984 Academic Program Review.

Essence of the course:

This course will concentrate on areas of strategic importance only, especially those having significant implications and particular relevance for the making of policy decisions in competitive situations. The overall approach of this course is analytical rather than normative. In addition, strategy formulation is a highly complex process for which neat models and econometric equations, no matter how diligently worked out, do not suffice.

Text materials will provide students with the knowledge base for strategy formulation. Cases will be utilized to give students insight into actual decision situations.

Objectives:

1. To develop a clear perspective on strategic marketing.
2. To develop a conceptual framework for formulating marketing strategy.
3. To bring in the customer focus in developing marketing strategy.

Topical Outline:

1. Marketing and the Concept of Planning and Strategy.
2. Strategic Marketing.
3. Corporate Appraisal.
4. Understanding Competition.
5. Focusing on the Consumer.
6. Scanning the Environment.
7. Measuring Strengths and Weaknesses.
8. Developing Marketing Objectives and Goals.
9. Strategy Selection.
10. Portfolio Analysis.
11. Organizational Structure.
12. Strategic Tools.
13. Market Strategies.
14. Product Strategies.
15. Pricing Strategies.
16. Distribution Strategies.
17. Promotion Strategies.

(Representative Text: Subash C. Jain, Marketing Planning and Strategy, 3rd. ed., OH: South-Western Publishing Company, 1990)

Evaluation of Students:

Students will be evaluated via written examinations, cases, and a term project.

Course Evaluation:

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

Catalog Description:

0509:400 Strategic Marketing Management

(Prerequisite: 0509.300, 0509.374, 0509.376, 0509.379)

This is the capstone course in Marketing. Students will investigate the approaches and problems of marketing decision making under conditions of uncertainty. The course focuses on the major types of decisions facing marketing executives in their attempts to harmonize the objectives and resources of the firm with the opportunities in the market place.