Banner/Catalog Information (Coversheet)

1. ___ New Course or _X_ Revision of Existing Course

2. Course prefix and number: BUS 3470

3. Short title: Principles of Marketing

4. Long title: Principles of Marketing

5. Hours per week: 3 Class 0 Lab 3 Credit

6. Terms: ___ Fall ___ Spring ___ Summer _X_ On demand

7. Initial term: ___ Fall ___ Spring _X_ Summer Year: 2015

8. Catalog course description: This course prepares students to make operational decisions within the product, place, promotion, and price areas. This course develops the student’s ability to find and organize information used for decision-making and introduces a comprehensive marketing strategy approach where core business functions integrate with marketing activities.

9. Course attributes:

   General education component: None
   ___ Cultural diversity ___ Writing centered ___ Writing intensive ___ Writing active

10. Instructional delivery

    Type of Course:

    _X_ Lecture ___ Lab ___ Lecture/lab combined ___ Independent study/research
    ___ Internship ___ Performance ___ Practicum/clinical ___ Other, specify: ________________

    Mode(s) of Delivery:

    _X_ Face to Face ___ Online ___ Study Abroad
    ___ Hybrid, specify approximate amount of on-line and face-to-face instruction: A maximum of 49% of the course will be online.

11. Course(s) to be deleted from the catalog once this course is approved. No deletions are planned.

12. Equivalent course(s): None

   a. Are students allowed to take equivalent course(s) for credit? ___ Yes ___ No

13. Prerequisite(s): BUS 2810 with C or better, and MAT 2120G (may be taken concurrently), and a declared School of Business major or minor, or permission of the Associate Chair, School of Business.

   a. Can prerequisite be taken concurrently? ___ Yes ___ No

   b. Minimum grade required for the prerequisite course(s)? ______

   c. Use Banner coding to enforce prerequisite course(s)? ___ Yes _X_ No

   d. Who may waive prerequisite(s)? ___ No one ___ Chair ___ Instructor ___ Advisor ___ Other (specify):
14. Co-requisite(s): None

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: A declared School of Business major or minor

b. Degrees, colleges, majors, levels, classes which may not take the course: Freshmen and sophomores.

16. Repeat status: X May not be repeated  ___ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: 3

18. Grading methods: X Standard  ___ CR/NC  ___ Audit  ___ ABC/NC

19. Special grading provisions:

___ Grade for course will not count in a student’s grade point average.

___ Grade for course will not count in hours toward graduation.

___ Grade for course will be removed from GPA if student already has credit for or is registered in:

____________________________________________________

___ Credit hours for course will be removed from student’s hours toward graduation if student already has credit for or is registered in: ____________________________

20. Additional costs to students: None

Supplemental Materials or Software: None

Course Fee X No ___ Yes, Explain if yes __________________________________________

21. Community college transfer:

___ A community college course may be judged equivalent.

___X___ A community college may not be judged equivalent.
Rationale, Justifications, and Assurances (Part I)

1. __X__ Course is required for the major(s) of Accounting, Finance, Management, Marketing, and Management Information Systems
   ___ Course is required for the minor(s) of __________________
   ___ Course is required for the certificate program(s) of __________________
   ___ Course is used as an elective

2. **Rationale for proposal**: This update is an update to the course with changes to allow the course to be taught in an online environment.

3. **Justifications for (answer N/A if not applicable)**
   
   **Similarity to other courses**: N/A
   **Prerequisites**: N/A
   **Co-requisites**: N/A
   
   **Enrollment restrictions**: Freshmen and sophomores because students should have Junior standing so that they have an adequate number of general electives which may provide a broader scope and understanding of community, society and the world in which organizations work. Students should have Junior standing so that they have an adequate number of general electives which may provide a broader scope and understanding of community, society and the world in which organizations work.
   **Writing active, intensive, centered**: N/A

4. **General education assurances (answer N/A if not applicable)**
   
   **General education component**: Not a general education course.
   **Curriculum**: N/A
   **Instruction**: N/A
   **Assessment**: N/A

5. **Online/ delivery justification & assurances (answer N/A if not applicable)**
   
   **Online justification**: Offering and instructing this course through an online model allows and increases the enrollment probability of students in the summer semester who have moved away from campus and may attempt an equivalent course at another institution. An online course gives EIU the opportunity to market to these students as well as other students interested in taking the course in an alternative format.
   **Instruction**: Lectures from the face-to-face courses may be recorded and posted online for students to view. Other online components (e.g., tutorials, videos, discussions) will be included. All faculty who will deliver this course online are/will be OCDi (or appropriate equivalent) trained
   **Integrity**: Students will take quizzes and exams through an online test taking monitoring system, or they will take them supervised at a community college in their area.
   **Interaction**: At the discretion of the faculty, provisions and requirements would vary but generally will utilize Email, Web-Based discussions (e.g. live chat), blogs and journaling, and video-conferencing.
Model Syllabus (Part II)

Please include the following information:

1. Course number and title: BUS 3470 Principles of Marketing
2. Catalog description: This course prepares students to make operational decisions within the product, place, promotion, and price areas. This course develops the student’s ability to find and organize information used for decision-making and introduces a comprehensive marketing strategy approach where core business functions integrate with marketing activities.

3. Learning objectives. Upon successful completion of the course, students will be able to:
   1. demonstrate an understanding of market-based theories of completion, market growth strategies.
   2. demonstrate an understanding of segmenting, targeting and positioning concepts. (CT-1)
   3. identify and apply appropriate strategies relating to product and brand management; pricing; supply chain management; advertising and promotion. (QR-1, 3, 6)
   4. assess market and competitive situations. (RC-4)
   5. apply market and industry information to firm planning activities. (CT-4, 5)
   6. demonstrate effective written and oral communication skills. (WR-1-5, 6; SL-3-6)


5. Weekly outline of content.

<table>
<thead>
<tr>
<th>Course Outline</th>
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<tbody>
<tr>
<td><strong>Weeks of coverage</strong></td>
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<tr>
<td>1</td>
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6. Assignments and evaluation, including weights for final course grade.

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<thead>
<tr>
<th>Grade Components</th>
<th>Points</th>
<th>Percent of Grade</th>
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<tbody>
<tr>
<td>Exams</td>
<td>600 points</td>
<td>60 %</td>
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<tr>
<td>Homework / assignments</td>
<td>300 points</td>
<td>30 %</td>
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<tr>
<td>Quizzes</td>
<td>100 Points</td>
<td>10 %</td>
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Homework and assignments include individual 1-2 page written assignments and problems, and the development of a comprehensive marketing plan.

7. Grading scale. This course will use the following grading scale (90-100% = A; 80-89% = B; 70-79% = C; 60-69% = D; 59% and below = F.)
8. Correlation of learning objectives to assignments and evaluation.

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<thead>
<tr>
<th>Objective</th>
<th>Exams</th>
<th>Homework &amp; Assignments</th>
<th>Quizzes</th>
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Date approved by the discipline: February 5, 2015  
Date approved by the department or school: February 11, 2015  
Date approved by the college curriculum committee: February 25, 2015  
Date approved by the Honors Council (if this is an honors course):  
Date approved by CAA: March 12, 2015  
CGS: Not Applicable