Code # Enter text…

**Bulletin / Banner Change Transmittal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Sharon James | 4/6/2017 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Melodie Philhours | 4/11/2017 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | John Seydel | 4/12/2017 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | C. Shane Hunt | 4/14/2017 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Jim Washam, [jwasham@astate.edu](mailto:jwasham@astate.edu), 870-680-8078

**2.Proposed Change**

Add prerequisites to course descriptions.

**3.Effective Date**

7/1/2017

**4.Justification –** *Please provide details as to why this change is necessary.*

The College of Business is moving from a blanket set of prerequisite courses for all upper level business classes to course specific prerequisites. This change will require adding prerequisites to some individual course descriptions.

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

(Pages 441-443 of the 2016-2017 Undergraduate Bulletin)

**Marketing (MKTG)**

**MKTG 1013. Introduction to Business** Basic concepts and major functions of business, and information to help students become better consumers. Recommended for non-business majors and College of Business freshmen or sophomores. Special course fees may apply. Fall, Spring, Demand.

**MKTG 3013. Marketing** Business activities performed which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish company objec­tives. Special course fees may apply. **Prerequisite, Completion of 45 hours.** Fall, Spring, Summer.

**MKTG 3023. Applied Research** Systematic gathering, organizing, and analyzing data to provide managers with information they need to make better decisions. Emphasis is placed on the use of secondary data. Report writing and presentation are stressed. Special course fees may apply. Prerequisites, ECON 2113 and BCOM 2563. Fall, Spring, Demand.

**MKTG 3033. Advertising and Promotion** The study of advertising and other communication methods including social media designed to create desired outcomes with target audiences . Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG 3043. Retailing** Evaluation of the many elements in the dynamic retail field and a discussion of the responses of retailing institutions, including management policies and operating methods. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG 3063. Transportation** Introduction to transportation systems with emphasis on the sig­nificance of transportation in the business and economic environment. The course is designed to familiarize students with a development of our transportation network, transportation prices, rate theory, and regulatory policies and procedures. Special course fees may apply. Prerequisite, ECON 2323. Spring.

**MKTG 3093. Professional Selling** Introduction to the personal selling process, the functions of sales management, and current issues, legal and ethical issues, and the impact of technology as the topics relate to selling, the sales force, and sales management. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG 3163. Supply Chain Management** Aspects of moving raw materials and finished goods through the firms networks of warehousing, inventory control, materials management, and order processing. The student will examine trade off possibilities and management alternatives to mini­mize cost of production flow and to maximize customer service. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.

**MKTG 3173. Category Management** Category management concepts of the business retail model including identifying target consumers and markets, developing and implementing merchan­dising plans, interacting with the supply chain, and evaluating financial implications of decisions made at the corporate, distribution and store level. Fall.

**MKTG 3193. Sales Planning and Management** A study of methods and procedures involved in planning, managing and executing sales goals and understanding the procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force using case and experiential learning methods. Prerequisite, MKTG 3093. Spring, Summer.

**MKTG 4023. Services Marketing** Application of marketing to service industries, with emphasis on the unique nature of services marketing when developing marketing strategies. Special course fees may apply. Prerequisite MKTG 3013.

**MKTG 4043. Consumer Behavior** Evaluation of the extensive body of research evidence pertain­ing to the consumer, and an assessment of the marketing implications of the various processes and facets of consumer motivation. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.

**MKTG 4073. Social Media Marketing** Examination and application of concepts of brand rela­tionships using social media including consumer-to-consumer-to-brand communication. Current social media tools will be used in experiential learning designed to execute strategic marketing plans for business, government, and nonprofit entities. Prerequisite, MKTG 3013. Spring.

**MKTG 4083. Marketing Research Design and Analysis** Processes involved in gathering, recording, and analyzing all facts about problems relating to the transfer and sale of goods and services from producer to consumer. Special course fees may apply. Prerequisites, MKTG 3013 and MKTG 3023. Fall, Spring.

**MKTG 4103. Concepts of Business Logistics** This course addresses the concepts, principles, and methods used to plan, organize, and manage logistics activities in the supply chain. Prereq­uisite, MKTG 3163. Fall.

**MKTG 4113. International Marketing** Exporting and importing products, as well as the manage­ment of international operations. These include all phases of business activity related to operating marketing and sales facilities abroad, establishing production or assembly facilities in foreign areas, and creating licensing arrangements. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Demand.

**MKTG 4123. Organizational Purchasing** This course addresses strategic and operational aspects of purchasing functions in private and public organizations. Emphasis isplaced on development and evaluation of suppliers. Prerequisite, MKTG 3013. Corequisite for Sales emphasis majors, MKTG 3093. Spring.

**MKTG 4133. International Logistics and Outsourcing** Systematic review of concepts involved in supply chain outsourcing, with emphasis on the selection of service suppliers, the organized movement of goods between firms in more than one nation, and the unique aspects of international logistic processes. Prerequisites, MKTG 3163 or MKTG 4113 or MGMT 4123 or permission of Instructor. Fall.

**MKTG 4143. Advanced Category Management** Students apply the skills and knowledge acquired in Category Management to learn advanced category management processes, use the information systems and data resources available and develop sales presentations that effectively communicate solutions for businesses in different industries. Prerequisite, MKTG 3173. Spring.

**MKTG 419V. Special Problems in Marketing** Individual problems in marketing arranged in consultation with the instructor. Must be approved by the department chair. Special course fees may apply. Fall, Spring, Summer.

**MKTG 4213. Marketing Analytics** Students will harness the power of data in the marketing management decision process in a digital environment using analytics to identify/target profitable customers, expand relationships and share of business through analysis of customer digital behavior, spend data, and preferences. Prerequisite, MKTG 3013. Fall.

**MKTG 4223. Marketing Management** Evaluation and analysis of marketing strategies in competi­tive situations. Course examines various price, product, distribution, and promotion strategies that are essential to firms. Focus on the integration and assessment of these elements in developing and adapting a successful marketing strategy. Prerequisite, MKTG 3013. Fall, Spring, Demand.

**MKTG 4263. Sales Internship** Internship credit for students with a declared major in Marketing. Prerequisites, The student must have completed nine upper level hours in the marketing major, junior standing and permission of instructor. Fall, Spring, Summer.

**MKTG 4273. Supply Chain Management Internship** Provides practical supply chain management experience in business. Students will be assigned to work with regional firms and be supervised by an experienced professional. Special course fees may apply. Prerequisites, MKTG 3163 and consent of instructor. Fall, Spring, Summer.

**MKTG 4283. Marketing Internship** Provides practical marketing experience in merchandising or transportation. Senior students will be assigned to work with regional firms, supervised by an experienced professional to gain real world training. Special course fees may apply. Prerequisites, MKTG 3013 and consent of instructor. Fall, Spring, Summer.

**MKTG 431V. Health Care Marketing** The course explores a variety of environmental factors which affect the delivery of health services at all levels and discusses marketing approaches and techniques to best meet the needs of the community served. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG 4323. Advanced Sales** Team selling skills, industry standard strategic selling processes, customer relationship management strategies and systems. Prerequisite, MKTG 3093. Corequisite, MKTG 3193. Spring, Summer.

**MKTG 4343. Sports Marketing** The application of marketing principles and activities such as research, segmentation, product development, pricing, event marketing, sponsorship, consumer behavior, licensing, branding, advertising, and sales promotion tactics will be analyzed in the context of effective sports marketing. Special course fees may apply. Prerequisite, MKTG 3013. Summer.

**MKTG 4393. Social and Non Profit Marketing** Application of marketing in organizations addressing social issues related to health, environment, and community, with emphasis in sustainable business practices. Special course fees may apply. Prerequisite, MKTG 3013 or permission of instructor. Demand.