Code # BU02 (2015)

**New/Special Course Proposal-Bulletin Change Transmittal Form**

[x]  **Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

[ ]  **Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to pheath@astate.edu

|  |
| --- |
| [x] **New Course or** [ ]  **Special Course (Check one box)***Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.*  |

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Department Chair:**  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**General Education Committee Chair (If applicable)**   |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Vice Chancellor for Academic Affairs** |

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

MKTG 4263

2. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Sales Internship

3. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Internship

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard Letter

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

7. Brief course description (40 words or fewer) as it should appear in the bulletin.

Internship credit for students with a declared major in Marketing. Student will have completed 9-12 upper level hours in the major. Prerequisites: Junior standing and permission of the instructor. Fall, Spring, Summer.

8. Indicate all prerequisites and if this course is restricted to a specific major, which major. (If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

a. Are there any prerequisites?

The student should have completed 9-12 upper level hours in the major, junior standing and permission of instructor.

b. Why?

This is an internship designed for students seeking a career in sales. The experience will benefit the student after they have some content knowledge.

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Fall, Spring and Summer

10. Contact Person (Name, Email Address, Phone Number)

Gail Hudson, ghud@astate.edu, 972-3430

11. Proposed Starting Term/Year

Fall 2015

12. Is this course in support of a new program? no

If yes, what program?

13. Does this course replace a course being deleted? No

If yes, what course?

Enter text...

Has this course number been used in the past? no

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

15. Justification should include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Students seeking a marketing degree with an interest in a sales career will benefit from the practical experience offered by an internship. These experiences provide students with hands on, career based sales training.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

It is increasingly clear that students need professional development to prepare for careers in sales. Internship opportunities throughout their program of study provide excellent opportunities for this growth.

c. Student population served.

Marketing majors and others with career interest in sales.

d. Rationale for the level of the course (lower, upper, or graduate).

Students can enroll after completing a minimum of 60 hours

16. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Each internship will be different and the “job responsibilities” are specified by the student’s internship supervisor and approved by the instructor

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Students will submit two briefs describing their responsibilities, experiences and some reflection on their personal development. They will also be evaluated by their site supervisors three times during the semester. At the end of the semester the students will submit a final report that describes how they found their internship, an overview of the company’s/department mission, a description of their work department, their internship responsibilities, a copy of the thank you letter sent to their supervisor, a current resume, and a summary of their most significant learning experiences.

18. Special features (e.g. labs, exhibits, site visitations, etc.)

None. The internship experience is designed by the internship site supervisor and is approved by the instructor

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

No. The internship experience takes place at the approved employer’s site

20. What is the primary intended learning goal for students enrolled in this course?

Relevant work experience that will aid the student in career growth and preparation for a sales career after graduation

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

none

b. Number of pages of reading required per week: none

c. Number of pages of writing required over the course of the semester: 5-10 completing assignments described in #17 above

22. High-Impact Activities (Check all that apply)

[ ] Collaborative assignments

[ ] Research with a faculty member

[ ] Diversity/Global learning experience

[ ] Service learning or community learning

[ ] Study abroad

[x] Internship

[ ] Capstone or senior culminating experience

[ ] Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Knowledge of a professional business sales environment and the tasks associated with this career

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Maintain a regular work schedule, professional dress and behavior in a business organization while learning appropriate sales tasks

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Provide two briefs to the Internship Director while being evaluated by their internship site supervisor during the semester. The site supervisor evaluates the student’s performance 3 times during the semester on duties, attitude, attendance, areas in need of improvement and overall performance. The Internship Director will evaluate the final internship report using a rubric.

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Enter text...

Learning Activity:

Enter text...

Assessment Tool:

Enter text...

**Outcome #3**:

Enter text...

Learning Activity:

Enter text...

Assessment Tool:

Enter text...

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

[x] Minimally (It will depend on the internship site and responsibilities)
[ ] Indirectly
[ ] Directly

* 1. Thinking Critically

[ ] Minimally
[ ] Indirectly
[x] Directly

* 1. Using Technology

[ ] Minimally
[ ] Indirectly
[x] Directly (It will depend on the internship site and responsibilities)

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

p. 407 The bulletin can be accessed at http://www.astate.edu/a/registrar/students/ COLLEGE OF BUSINESS The frequency of course offering is indicated following each course description. If not otherwise indicated, the course will be scheduled for each enrollment period. The university reserves the right to change course scheduling when circumstances dictate such changes.
**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 with a Sales emphasis. Student will have completed 9-12 upper level hours in the major. Prerequisites: Junior standing and permission of the instructor. Fall, Spring, Summer.