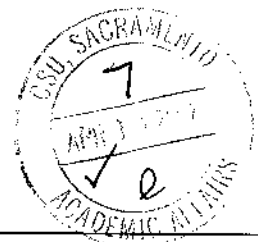




SACRAMENTO
STATE

Course Change Proposal Form A



Academic Group (<i>College</i>): College of Business Administration	Academic Organization (<i>Department</i>): Marketing Area	Date: March 28, 2007
Type of Course Proposal: New ___ Change <u>X</u> Deletion ___	Department Chair: (<i>Associate Dean</i>) Russell K.H. Ching	Submitted by:
Does this course fulfill a requirement for single-subject or multiple subject credential students? Yes ___ No <u>X</u>	For Catalog Copy: Yes <u>X</u> No ___ CCE: Yes ___ No <u>X</u>	Semester Effective: Fall ___ Spring <u>X</u> , 2008__

This course replaces experimental course Subject Area (<i>prefix</i>) and Catalog Number (<i>course number</i>):	No.
This Catalog Number (<i>course number</i>) is being replaced:	No.

Change from:

Subject Area (<i>prefix</i>) & Catalog No. (<i>course no.</i>): MKTG 115	Title: Business Forecasting.	Units: 3
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Change to:

Subject Area (<i>prefix</i>) & Catalog No. (<i>course no.</i>): MKTG 115	Title: Market Potential and Demand Analysis	Units: 3
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JUSTIFICATION:

The proposed title and course description more accurately reflects the course's focus on forecasting methodologies and models that facilitate decision making within the context of assessing and/or developing marketing strategies.

NEW COURSE DESCRIPTION: (Not to exceed 80 words, and language should conform to catalog copy. See <http://www.csus.edu/acaf/univmanual/crspsl.htm> - Guidelines for Catalog Course Description)

Examines issues and methodologies in developing a strategic marketing forecast for the purpose of long-term product development and management. Alternative procedures for estimating variations in the demand over business cycles for both consumer and industrial goods and services are considered. Attention is given to employing a variety of forecasting models to estimate and analyze the market potential and demand for new and existing products. **Prerequisite:** MKTG 101; and DS 101 or MKTG 121. DS 101 and/or MKTG 121 may be taken concurrently with MKTG 115. 3 units.

Note:

Prerequisite: MKTG 101; and DS 101 or MKTG 121. DS 101 and/or MKTG 121 may be taken concurrently with MKTG 115.

Enforced at Registration: Yes X No

Corequisite: DS 101 or MKTG 121

Enforced at Registration: Yes No

CAN (California Articulation Number):

Graded: Letter X Credit/No Credit ___

Instructor Approval Required? Yes X No ___

Course Classification (*e.g., lecture, lab, seminar, discussion*):

Title for SIS+/CMS (not more than 30 characters)

Cross Listed?

Yes ___ No X

If yes, do they meet together and fulfill the same requirement, and what is the other course.

How Many Times Can This Course be Taken for Credit? 2

Can the course be taken for Credit more than once during the same term? Yes ___ No ___

FOR NEW COURSE PROPOSALS OR SUBSTANTIVE CHANGES ONLY:

Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."
 See the example at <http://www.csus.edu/acad/example.htm>

Upon completion of the course students should be able to:

- Explain the different approaches to market demand analysis.
- Compare and contrast the different approaches to demand analysis.
- Explain the impact of endogenous and exogenous factors on a market forecast.
- Explain and apply different forecasting models.
- Conduct quantitative data analysis using current software and hardware technologies.
- Design, implement and report a market forecast with strategy implications.

**Attach a list of the required/recommended course readings and activities [Note: it is understood that these are updated and modified as needed by the instructor(s).] This attachment should be forwarded only to your Dean's office, not Academic Affairs.

Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above:

- Theoretical and experiential in-class and homework exercises/assignments.
- Course examination(s).
- Term project.

For whom is this course being developed?

Majors in the Dept ___ Majors of other Depts ___ Minors in the Dept ___ General Education ___ Other ___
 Is this course required in a degree program (major, minor, graduate degree, certificate)? Yes ___ No ___
 If yes, identify program(s):

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer facilities, faculty, etc.)? Yes ___ No ___
 If yes, attach a description of resources needed and verify that resources are available.

Indicate which department or programs will be affected by the proposed course (if any). _____

The Department Chair's signature below indicates that affected programs have been sent a copy of this proposal form.

Approvals: If proposed change, new course or deletion is approved, sign and date below. If not approved, forward without signing to the next reviewing authority, and attach an explanatory memorandum to the original copy.

Signatures:

	Date
Department Chair:	
College Dean or Associate Dean:	4-3-07
CPSP (for school personnel courses ONLY)	4-3-07
Associate Vice President and Dean for Academic Programs	

Distribution: Academic Affairs (original), Department Chair and College Dean. Dean's office to send original after approval to Academic Affairs, at mail zip 6016. An electronic copy must also be sent.