## Course Change Proposal

### Form A

**Academic Group (College):**
College of Business Administration

**Academic Organization (Department):**
College of Business Administration

**Date:**

**Type of Course Proposal:**

- New **X**
- Change **__**
- Deletion **__**

**Does this course fulfill a requirement for single-subject or multiple subject credential students?**

- Yes **__**
- No **X**

**Department Chair:** (Associate Dean)
Russell K.H. Ching

**For Catalog Copy:**

- Yes **X**
- No **__**

**CCE:**

- Yes **__**
- No **X**

**Submitted by:**
Russell K.H. Ching

**Semester Effective:**

- Fall **X**
- Spring **__** 2012

---

This course replaces experimental course **Subject Area (prefix) and Catalog Number (course number):**

This Catalog Number (course number) is being replaced:

---

### Change from:

**Subject Area (prefix) & Catalog No. (course no.):**
BHON 108

**Title:**
Fundamentals in Marketing

**Units:**
2

### Change to:

**Subject Area (prefix) & Catalog No. (course no.):**

**Title:**

**Units:**

---

### JUSTIFICATION:

As the Northern California region recovers from the economic downturn, businesses, not-for-profits and government agencies/departments will begin seeking business graduates who are capable of leading their business units as well-qualified managers. The Business Honors Program will focus on developing our best students to fill these opportunities through a challenging business curriculum that emphasizes cross-functional integration in enterprise planning, problem solving and decision making. (This course is part of the Business Honors curriculum.)

---

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

An introduction to marketing concepts and principles. Examines the marketing function, its relationships with other business functions, and its role in the US and global economies.

---

### Note:

- **Prerequisite:** Admitted to the Business Honors Program
- **Enforced at Registration:** Yes **X**

---

### Corequisite:

- **Enforced at Registration:** Yes **__**

### CAN (California Articulation Number):

| Graded: | Letter **X** Credit/No Credit | Instructor Approval Required? | Yes **__**
|---------|-------------------------------|-----------------------------|---
| Course Classification (e.g., lecture, lab, seminar, discussion): | Title for SIS+/CMS (not more than 30 characters) | Fundamentals in Marketing | |
| Lecture | | | |
| 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? | **1** | |

Can the course be taken for Credit more than once during the same term? Yes **__** No **X**
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/aacf/example.htm

Learning goal: To recommend marketing initiatives that support marketing strategies.

Learning objectives:
- Explain the value of marketing and its relationship to strategic planning.
- Develop and analyze customer profiles, market segments and product branding.
- Analyze and assess market conditions.
- Assess the globalization of markets, and global and domestic market opportunities.
- Understand the role of relationship marketing.
- Effectively apply the 4Ps to the positioning of products and services.

**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:

Grades:
- Exams (assess knowledge and concept understanding)
- Written assignments (assess incremental concept development/understanding)
- Class participation (demonstrate understanding)

For whom is this course being developed?
- Majors in the Dept X Major of other Depts __ Minors in the Dept __ General Education __ Other __
- Is this course required in a degree program (major, minor, graduate degree, certificate)? Yes X No ___
- If yes, identify program(s): Business Honors

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 X ___
- 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). Business Honors for Business majors

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: | 3-3-01 |
| College Dean or Associate Dean: | 3-3-01 |
| CPSP (for school personnel courses ONLY) | |
| 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.
BHON 108 – Fundamentals in Marketing

Suggested Course Outline

Course Description: An introduction to marketing concepts and principles. Examines the marketing function, its relationships with other business functions, and its role in the US and global economies.

Learning goal: To recommend marketing initiatives that support marketing strategies.

Learning objectives:
- Explain the value of marketing and its relationship to strategic planning.
- Develop and analyze customer profiles, market segments and product branding.
- Analyze and assess market conditions.
- Assess the globalization of markets, and global and domestic market opportunities.
- Understand the role of relationship marketing
- Effectively apply the 4Ps to the positioning of products and services

Learning Assessment:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
<td>100</td>
</tr>
<tr>
<td>Final exam</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
</tr>
</tbody>
</table>

Topics Covered:
- Nature of marketing
- Value to consumer, firms and society
- Strategic planning
- Consumer behavior
- Target marketing and market segmentation,
- Market research
- Product and product creation
- Product decisions
- Marketing channels, place and development of channels
- Promotion decisions, advertising and sales promotions
- Pricing decisions
- Evaluating opportunities in the changing market environment
- Distribution
- Global marketing