

MKTG 121: MARKETING RESEARCH AND INFORMATION

In Workflow

1. CBA College Committee Chair (anne.fuller@csus.edu)
2. CBA Dean (mcwilson@csus.edu)
3. Academic Services (torsetj@csus.edu;%20212408496@csus.edu;%20cnewsome@skymail.csus.edu)
4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
5. Dean of Undergraduate (james.german@csus.edu;%20celena.showers@csus.edu)
6. Dean of Graduate (cnewsome@skymail.csus.edu)
7. Catalog Editor (212408496@csus.edu;%20torsetj@csus.edu;%20cnewsome@skymail.csus.edu)
8. Registrar's Office (wwd22@csus.edu;%20w lindsey@csus.edu;%20sac19595@csus.edu;%20danielle.ambrose@csus.edu;%20h.skocilich@csus.edu;%20j.espera@csus.edu)
9. PeopleSoft (PeopleSoft@csus.edu)

Approval Path

1. Wed, 04 Sep 2019 18:09:42 GMT
Marty Wilson (mcwilson): Approved for CBA College Committee Chair
2. Wed, 04 Sep 2019 18:10:05 GMT
Marty Wilson (mcwilson): Approved for CBA Dean

Date Submitted: Thu, 04 Apr 2019 06:41:16 GMT

Viewing: MKTG 121 : Marketing Research and Information

Last edit: Thu, 04 Apr 2019 06:41:15 GMT

Changes proposed by: Joseph Richards (101012440)

Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Joseph Richards	richardsj@csus.edu	916-278-6739

Catalog Title:

Marketing Research and Information

Class Schedule Title:

Marketing Research+Info

Academic Group: (College)

CBA - Business Administration

Academic Organization: (Department)

Business Administration

Will this course be offered through the College of Continuing Education (CCE)?

No

Catalog Year Effective:

Spring 2020 (2019/2020 Catalog)

Subject Area: (prefix)

MKTG - Marketing

Catalog Number: (course number)

121

Course ID: (For administrative use only.)

149091

Units:

3

In what term(s) will this course typically be offered?

Fall, Spring

Does this course require a room for its final exam?

Yes, final exam requires a room

Does this course replace an existing experimental course?

No

This course complies with the credit hour policy:

Yes

Justification for course proposal:

Students taking MKTG 121 often do not have basic Statistics/Quantitative methods knowledge, which is applied in MKTG 121 ; To remedy this knowledge gap, STAT 1 is made as pre-requisite and DS 101 as co-requisite for MKTG 121. Since STAT-1 is a pre-requisite for DS-101, making DS-101 as a co-requisite will bridge the observed gap.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)

Examines the acquisition of information for marketing management decision making, including methods of collection and analysis applicable to secondary and primary data, as this process relates to the management information system. Seminar.

Are one or more field trips required with this course?

No

Fee Course?

No

Does this course have prerequisites?

Yes

Prerequisite:

MKTG 101.

Prerequisites Enforced at Registration?

Yes

Does this course have corequisites?

Yes

Corequisite:

DS-101

Corequisites Enforced at Registration?

Yes

Graded:

Letter

Approval required for enrollment?

No Approval Required

Course Component(s) and Classification(s):

Seminar

Seminar Classification

CS#05 - Seminar (K-factor=1 WTU per unit)

Seminar Units

3

Is this a paired course?

No

Is this course crosslisted?

No

Can this course be repeated for credit?

No

Can the course be taken for credit more than once during the same term?

No

Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."

1. Knowledge of key concepts and terminology, legal/regulatory/ethical issues, and global trends
2. Analytical ability: ability to design methods of information collection, and analyze data.
3. Technical/technology skills: Proficiency in using statistical software, in order to analyze, and use research data to make effective managerial decisions
4. Communication Skills: Development of written and oral communication skills
5. Ethics: Understanding and appreciation of ethics in MR

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.

Examinations, quizzes, in-class activities, and group project.

Is this course required in a degree program (major, minor, graduate degree, certificate?)

Yes

Identify the program(s) in which this course is required:

Programs:

BS in Business Administration (Marketing)

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?

No

Will there be any departments affected by this proposed course?

Yes

Indicate which department(s) will be affected by the proposed course:

Department(s)

Business Administration

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Integrative learning
Intellectual and practical skills

Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

GE Course and GE Goal(s)

Is this a General Education (GE) course or is it being considered for GE?

No

Key: 3445