

# MBA 240: MARKETING MANAGEMENT

## In Workflow

1. CBA College Committee Chair (jbrichar@csus.edu)
2. CBA Dean (william.cordeiro@csus.edu)
3. Academic Services (torsetj@csus.edu;%20cnewsome@skymail.csus.edu)
4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
5. Writing and Reading Subcommittee Chair (hogan.hayes@csus.edu)
6. Grad Studies Policies Committee Chair (anne.lindsay@csus.edu)
7. Dean of Undergraduate (james.german@csus.edu;%20celena.showers@csus.edu)
8. Dean of Graduate (cnewsome@skymail.csus.edu)
9. Catalog Editor (torsetj@csus.edu)
10. Registrar's Office (w lindsey@csus.edu)
11. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Fri, 23 Oct 2020 17:49:01 GMT  
Andrey Mikhailitchenko (mikhaili): Approved for CBA College Committee Chair
2. Fri, 23 Oct 2020 17:53:48 GMT  
Andrey Mikhailitchenko (mikhaili): Approved for CBA Dean
3. Wed, 04 Nov 2020 22:09:53 GMT  
Katie Dickson (katie.dickson): Approved for Academic Services
4. Wed, 03 Feb 2021 04:01:02 GMT  
Julie Fogarty (fogarty): Rollback to Initiator
5. Thu, 25 Feb 2021 01:51:00 GMT  
Joseph Richards (jbrichar): Approved for CBA College Committee Chair
6. Thu, 25 Feb 2021 01:52:29 GMT  
Andrey Mikhailitchenko (mikhaili): Approved for CBA Dean

Date Submitted: Wed, 24 Feb 2021 22:51:19 GMT

## Viewing: MBA 240 : Marketing Management

Last edit: Wed, 24 Feb 2021 22:51:18 GMT

Changes proposed by: Jesse Catlin (102052780)

### Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Jesse Catlin	jesse.catlin@csus.edu	916-278-7149

### Catalog Title:

Marketing Management

### Class Schedule Title:

Marketing Management

### 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:

Fall 2021 (2021/2022 Catalog)

### Subject Area: (prefix)

MBA - Masters Business Admin

### Catalog Number: (course number)

240

**Course ID: (For administrative use only.)**

149376

**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:**

Updating course to satisfy Graduate Writing Intensive requirement.

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

Marketing policy for channels of distribution, pricing brands, advertising, and sales as interrelated at the executive level. Designed to develop capacity for sound decision making by marketing managers.

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Does this course have prerequisites?**

No

**Does this course have corequisites?**

No

**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.'**

Course Learning Outcomes: At the end of this course, students should be able to:

- A. Identify, evaluate, and quantify customer needs in order to determine if a market opportunity exists.
- B. Appraise complex business situations and analyze tradeoffs and uncertainties through intelligent use of marketing concepts and theories.
- C. Identify the key success factors, necessary resources, and alternative approaches for pursuing a market opportunity.
- D. Recommend a marketing strategy and next-step actions for pursuing an opportunity.
- E. Forecast the likely payoffs from pursuing the recommended strategy.
- F. Evaluate the indirect and direct effects of recommended actions on stakeholders.

Graduate Writing Intensive Learning Goals: This course is also designated as Graduate Writing Intensive (GWI). By the end of the course, students will:

- A. Understand the major research and/or professional conventions, practices, and methods of inquiry of the discipline.
- B. Understand the major formats, genres, and styles of writing used in the discipline;
- C. Practice reading and writing within the discipline.
- D. Practice reading and writing as a learning process that involves peer and instructor feedback, revision, critical reflection, and self-editing.

**Attach a list of the required/recommended course readings and activities:**

MBA 240 Sample Reading List.docx

**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.**

Assessment strategies include (but are not limited to) student papers, class discussions, and student presentations.

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

Yes

**Has a corresponding Program Change been submitted to Workflow?**

No

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

**Programs:**

MBA (General)

MBA (Business Analytics in Healthcare)

MBA (Entrepreneurship and Global Business)

MBA (Finance)

**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?**

No

**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**

**Graduate (Masters) Learning Goals:**

Critical thinking/analysis

Communication  
Information literacy  
Disciplinary knowledge  
Intercultural/Global perspectives  
Professionalism

**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

**Is this a Graduate Writing Intensive (GWI) course?**

Yes

**Please attach the GWI Course Approval Request form:**

GWI form for MBA 240.doc

**Please attach any additional files not requested above:**

Case Write-Up Instructions.pdf  
Marketing Turnaround Case Report (GWI).pdf  
Marketing Plan Project Instructions & Outline (GWI).pdf  
MBA 240 Sample Syllabus.pdf

**Reviewer Comments:**

**Julie Fogarty (fogarty) (Wed, 03 Feb 2021 04:01:02 GMT):** Rollback: ELOs identical to IMBA 213 and EMBA 227 and need revision.

**Jesse Catlin (jesse.catlin) (Wed, 24 Feb 2021 22:52:56 GMT):** Per committee's feedback, learning outcomes for EMBA 227 and IMBA 213 have been revised to reflect the specific audience/focus of those programs. The learning outcomes for this course (MBA 240) remain unchanged.

Key: 3259