

EMBA 227: STRATEGIC MARKETING MANAGEMENT

In Workflow

1. CBA College Committee Chair (jbrichar@csus.edu)
2. CBA Dean (jaydeep.balakrishnan@csus.edu)
3. Academic Services (torsetj@csus.edu; cnewsome@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; celena.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. Thu, 01 Oct 2020 01:16:02 GMT
Janett Torset (torsetj): Rollback to Initiator
2. Fri, 23 Oct 2020 17:46:54 GMT
Andrey Mikhailitchenko (mikhaili): Approved for CBA College Committee Chair
3. Fri, 23 Oct 2020 17:53:39 GMT
Andrey Mikhailitchenko (mikhaili): Approved for CBA Dean
4. Wed, 04 Nov 2020 22:08:14 GMT
Katie Dickson (katie.dickson): Approved for Academic Services
5. Wed, 03 Feb 2021 04:01:16 GMT
Julie Fogarty (fogarty): Rollback to Initiator
6. Thu, 25 Feb 2021 01:50:35 GMT
Joseph Richards (jbrichar): Approved for CBA College Committee Chair
7. Thu, 25 Feb 2021 01:52:22 GMT
Andrey Mikhailitchenko (mikhaili): Approved for CBA Dean
8. Sat, 06 Mar 2021 00:27:48 GMT
Katie Dickson (katie.dickson): Approved for Academic Services
9. Fri, 16 Apr 2021 01:00:17 GMT
Julie Fogarty (fogarty): Approved for Senate Curriculum Subcommittee Chair
10. Thu, 06 May 2021 09:49:50 GMT
Hogan Hayes (hogan.hayes): Approved for Writing and Reading Subcommittee Chair
11. Thu, 13 May 2021 01:01:18 GMT
Anne Lindsay (anne.lindsay): Rollback to Initiator
12. Fri, 28 May 2021 03:34:57 GMT
Joseph Richards (jbrichar): Approved for CBA College Committee Chair
13. Fri, 28 May 2021 21:38:03 GMT
Andrey Mikhailitchenko (mikhaili): Approved for CBA Dean

Date Submitted: Tue, 18 May 2021 16:33:16 GMT

Viewing: EMBA 227 : Strategic Marketing Management

Last edit: Tue, 18 May 2021 16:33:15 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:

Strategic Marketing Management

Class Schedule Title:

Strategic Marketing Mgmt

Academic Group: (College)

CBA - Business

Academic Organization: (Department)

Business Administration

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

Yes

Please specify:

CCE Only

Catalog Year Effective:

Fall 2021 (2021/2022 Catalog)

Subject Area: (prefix)

EMBA - Executive Masters in Business Administration

Catalog Number: (course number)

227

Course ID: (For administrative use only.)

127711

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 to satisfy Graduate Writing Intensive requirement.

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

Presents how modern marketing principles can be applied to real-world situations. The emphasis will be on studying strategies used by organizations in today's highly competitive and evolving marketplace. Case studies will be utilized to fully develop techniques for creating marketing programs given varying levels of resources and information available under diverse market conditions.

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?

Yes

Prerequisite:

Completion of EMBA 210.

Prerequisites Enforced at Registration?

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. Oversee the identification, evaluation, and quantification of customer needs in order to determine if a strategic market opportunity exists.
- B. Manage 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 from an executive perspective.
- D. Direct a marketing strategy and lead 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:

EMBA 227 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.

Strategies include but are not limited to student papers(ELO A,B,C,D,E,F), class discussions(ELO B,C,E,F), presentations(ELO A,B,C,D,E,F).

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 for Executives EMBA

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 EMBA 227.doc

Please attach any additional files not requested above:

Marketing Plan Project Instructions & Outline (GWI).pdf
Marketing Turnaround Case Report (GWI).pdf
Case Write-Up Instructions.pdf
EMBA 227 Sample Syllabus.pdf

Reviewer Comments:

Janett Torset (torsetj) (Thu, 01 Oct 2020 01:16:02 GMT): Rollback: Rolled back at author's request

Julie Fogarty (fogarty) (Wed, 03 Feb 2021 04:01:16 GMT): Rollback: ELOs identical to MBA 240 and IMBA 213 and need revision.

Jesse Catlin (jesse.catlin) (Wed, 24 Feb 2021 19:49:59 GMT): Updated learning outcomes per committee recommendations. This course (EMBA 227) as well as IMBA 213 and MBA 240, cover similar material but are offered in different graduate programs with different instructional formats/scheduling/etc. The updated LOs for EMBA 227 reflect the distinctions between the different "flavors" of this course and the corresponding program.

Anne Lindsay (anne.lindsay) (Thu, 13 May 2021 01:01:18 GMT): Rollback: Course does not meet GWI requirements for individual word counts. Students must complete 5000 words of individual writing. They also must complete an assignment of 1250 words minimum. Peer review and revision requirements are also not clearly met, please revise.

Jesse Catlin (jesse.catlin) (Tue, 18 May 2021 16:33:33 GMT): In the syllabus attached (top of page 2), it states that the individually completed Marketing Turnaround report is 1,500 words minimum. Also, there are 5 individual case write-up assignments at 750 words each. Combined, this is 5,250 words of individual writing, not including the group Marketing Plan report. For the peer review/revision component, the Marketing Turnaround report assignment description includes the following text: "First drafts of the turnaround reports must be submitted by the due date indicated on Canvas. After the draft due date, each student will be assigned another student's report for peer feedback. Peer feedback should address the persuasiveness of the argument and clarity of the

communication (e.g., Does the author make a convincing case that the proposed marketing strategy changes could lead to a turnaround?). After peer feedback is complete, students can revise their own reports (minimum 1,500 words) and submit final drafts to be reviewed by the instructor." For the instructor review/revision, the Marketing Plan instructions state: "The written report deliverables will include a first draft delivered to the instructor for feedback on the due date indicated in Canvas. A revised, final report (minimum 5,000 words) based on this feedback will be due on the last day of class." There is also a detailed outline for the assignment provided and the instructor feedback would naturally address these issues along with any others deemed important by the instructor at the time of review.

Key: 1784