UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

**COLLEGE (check one):**
- Arts and Sciences
- Business
- Education

<table>
<thead>
<tr>
<th>Proposal Submitted By:</th>
<th>Lance Gentry</th>
<th>Date Prepared:</th>
<th>November 18, 2015</th>
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</thead>
<tbody>
<tr>
<td>Course Title:</td>
<td>Marketing Seminar Abroad</td>
<td></td>
<td></td>
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<tr>
<td>Department/discipline and course number*:</td>
<td>MKTG 472</td>
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*This course number must be approved by the Office of the Registrar before the proposal is submitted.

<table>
<thead>
<tr>
<th>Number of credits proposed:</th>
<th>3</th>
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<tbody>
<tr>
<td>Prerequisites:</td>
<td>Permission of the instructor and permission of the Associate Dean for Faculty.</td>
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<tr>
<td>Will this be a new, repeatable “special topics” course? (Do you want students to be able to take this new course more than once if the topic changes?)</td>
<td>NO</td>
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</tbody>
</table>

| Date of first offering of this new course: | SEMESTER, year | Fall 2016 |
| Proposed frequency of offering of the course: | Several times a year |
| List the faculty who will likely teach the course: | Any COB faculty |
| Are ANY new resources required? | NO | YES | Document in attached impact statement |

This new course will be (check all that apply):
- Required in the major
- Elective in the major
- General Elective
- General Education**

**AFTER the new course is approved, a separate proposal must be sent to the General Education Committee.

**Catalog Description:**
Special topics of interest to staff and students pertaining to how marketing is conducted in one or more countries outside the United States are explored in depth in individual seminars. In order to receive credit for this class, students must also travel to the country as part of a class trip with the instructor.

<table>
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<tr>
<th>COURSE HISTORY</th>
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<tbody>
<tr>
<td>Was this course taught previously as a topics or experimental course?</td>
</tr>
<tr>
<td>Course Number and Title of Previous Course</td>
</tr>
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</tbody>
</table>

CHECK HERE if the proposed course is to be equated with the earlier topics or experimental offerings. This means that students who took the earlier “topics” course will only be able to take the new course if they made a C- grade or lower in the earlier course.

**NOTE:** If the proposed course has not been previously offered as a topics or experimental course, explain in the attached rationale statement why the course should be adopted even though it has not been tried out.

**REQUIRED ATTACHMENTS:**
1. **Rationale Statement** (Why is this course needed? What purposes will it serve?)
2. **Impact Statement** (Provide details about the Library, space, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. as needed.)
3. **Sample Syllabus**

**Department Chair**

**Ken Machande**

**Date:** November 18, 2015

**College Curriculum Chair**

**Lance Gentry**

**Date:** November 18, 2015

**UCC Chair Approval:**

**Patricia Reynolds**

**Date:** 12/07/2015

New Course Proposal Cover Sheet (July 2013)
**Rationale Statement**
It would be helpful to the College of Business to be able to clearly differentiate between normal seminars – which will still use the MKTG 471 classification – and seminars that require a trip abroad – which will now use the MKTG 472 classification. The impetus for this change is to have the ability to clearly require students of our new International Business major to take at least one of these classes. However, this will also be helpful for better communicating our offerings and expectations to students.

It will be a required class for our International Business majors (this or BUAD 472, students must take at least one of them). It will be an elective course for our Accounting, Business Administration, and Marketing majors.

**Impact Statement**
There are no new resources required for this course. The College of Business has been conducting these types of seminars on a regular basis under BUAD 471. This change should not impact the number of classes offered.

**Notes for Reviewers**
As with the 471 seminar, there is no standard syllabus for this class. Each instructor will customize the seminar in accordance with the specific objectives of the seminar and the country to be visited.
Marketing Down Under (MKTG 472) Syllabus

Instructor
Dr. Lance Gentry
Associate Professor of Marketing
UMW College of Business
Phone: (540) 654-1208
lcgentry@umw.edu

Class Hours:  Wednesdays, 6:00 PM to 8:45 PM, Annex A111

Office Hours (GW 203):  T/R  11:00 AM to 11:30 AM
                         T/R  1:15 PM to 3:15 PM
                         Wednesdays and Fridays by appointment

Course Description:  Students travel to Australia for approximately 10 days before the Spring Semester begins for an intensive look at marketing in Australia and Australian culture. The course gives students the opportunity to experience Australian culture firsthand and to witness how business, especially hospitality and tourism, is conducted overseas. In preparation for the trip, students will have lessons and exercises based upon Australian culture and how business is conducted there in addition to practical marketing exercises related to logos and evaluating services.

Required Text:  In a Sunburned Country (2001) by Bill Bryson

More details are available at the class website on Canvas.

You are responsible for checking this site for assignments and announcements.

Coursework and Weighting

Your final grade will be based upon your scores on in-country activities and post-travel activities. A description of each opportunity to excel follows. The percentages reflect the relative weight of your scores on your final grade.

Pre-Travel Activities (60%)

In addition to the pre-trip meeting and the trip itself, the class will meet eight weeks before the trip. Students will have the opportunity to excel in three types of activities.

- **Participation:** (25%) Students will participate in a number of discussions and minor homework assignments related to Australian culture and demographics. These will be individual assignments.

- **Logo Design:** (15%): Logos are an important part of marketing. After a class discussion on logos, students will work on an individual logo. After students submit their individual logos, students will collaboratively design a group logo based on the top three individual submissions.

- **Report:** (20%): Students will research the hospitality industry and summarize the factors of success based on the business literature. As part of the report’s conclusion, students must describe how they would evaluate the hospitality of a resort or tourist attraction. This description must include a proposed evaluation form. Students may work in groups of up to four or as individuals.
In-Country Activities (40%)

Participate in all required activities, to include company visits, various cultural excursions, and social networking activities. Keep a private journal and take photographs. This is an individual assignment. **Students who do not go on the trip will not pass the class.** If the student withdraws from the class in accordance with the university policies, the class will not affect his or her GPA. However, students who do not withdraw, but are unable to travel with the rest of the class will receive an F for the class.

**COB Course Learning Objectives:**

<table>
<thead>
<tr>
<th>BUAD 414</th>
<th>Course Learning Objectives</th>
<th>Program Learning Outcomes</th>
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<tbody>
<tr>
<td>1</td>
<td>Students will gain an understanding of the marketing challenges of the tourism industry in Australia, especially that of resorts.</td>
<td>LO1: S</td>
</tr>
<tr>
<td>2</td>
<td>Students will gain exposure to Australian culture and reflect upon the differences between US and Australian culture</td>
<td>LO1: N</td>
</tr>
<tr>
<td>3</td>
<td>Students will apply functional principles of marketing in various hands-on applications</td>
<td>LO1: E</td>
</tr>
</tbody>
</table>

- LO1 - to acquire a functional knowledge of the following business areas: accounting, finance, management, marketing and information systems.
- LO2 - to demonstrate an understanding of global and ethical issues and perspectives of business operations.
- LO3 - to critically analyze and develop solutions for complex business problems; and
- LO4 - to effectively articulate business knowledge through oral and written communication.

“N” = no coverage, “S” = some coverage, “E” = extensive coverage
Schedule

Week 1
Introduction to the class, including expectations for the final report. First lecture: Logos

Week 2
Students must email their completed logo to the instructor the day before class. During class, the instructor will discuss how logos are evaluated. Students will then evaluate each logo and then be assigned to groups to use elements of the top three logos to finalize a group logo.

Week 3
Each group must email their completed logo to the instructor the day before class. During class, the instructor will evaluate each option and make a final decision. Students will watch Quigley Down Under and then discuss the differences between Australian and American culture as portrayed by the movie.

Week 4
In preparation for Week 4, students will review Australian demographics as covered by the CIA ([https://www.cia.gov/library/publications/the-world-factbook/geos/as.html](https://www.cia.gov/library/publications/the-world-factbook/geos/as.html)) with special attention to Sydney. Students may also use other sources such as the Australian Bureau of Statistics ([http://www.abs.gov.au/](http://www.abs.gov.au/)). The day before class, students should email the instructor a PowerPoint file showing a business in Sydney that the student wishes to visit along with the estimated target market of the business. Based on the demographic information provided by the referenced sources, students should estimate the market potential for the business.

Week 5
Class discussion on reading – first half of the book. Students should come to class prepared with three discussion questions from each chapter. These questions will be collected after class.

Week 6
Class discussion on reading – second half of the book. Students should come to class prepared with three discussion questions from each chapter. These questions will be collected after class.

Week 7
Bring written copy of final report to class. Students will watch The Dish and then discuss the differences between Australian and American culture as portrayed by the movie.

Week 8
Final review of trip expectations. Discussion of reports and how to evaluate service organizations. If time permits, surprise movie. Students will then discuss the differences between Australian culture is portrayed over time in the three movies.

The Trip
A detailed itinerary will be provided to you in a booklet. You are responsible for keeping the booklet on your person throughout the trip and turning it upon returning to the States. The booklet has various assignments in it and will be evaluated along with your personal journal.
Guidelines for Class Participation

During the lecture portion of the class, students may participate by raising their hands if they have a question during the lecture. If the instructor asks the class a question, students are expected to answer.

During other parts of the class (e.g., activities), all students are expected to participate and be fully engaged.

Cell Phone Policy

When entering the classroom, everyone with a cell phone should either turn it off or set it to a silent mode (vibrate is OK). This includes the instructor. If a student’s cell phone audibly rings in class, his or her grade will be penalized. The degree of penalty will be up to the instructor and the student's history of cell phone offenses will be considered. If the instructor's cell phone audibly rings (not vibrates) in class, the instructor will provide a bonus to each student's grade.

The Honor System

As your instructor, I fully support the University of Mary Washington’s Honor System and depend upon you to also safeguard the Honor System in accordance with your pledge.

Instructor Initiated Drop

Students who fail to attend the first class without contacting the instructor may be dropped from the class by the instructor. The instructor also reserves the right to drop students who do not participate in required team activities at any point in the course.

Informal Advising and the Law

As your instructor, I will be glad to provide you with my advice outside of the class if desired. In general, I will hold any information in confidence if requested. However, before sharing personal information you should fully understand the potential consequences of sharing certain information. As an employee of the University of Mary Washington, I am legally an employee of the Commonwealth of Virginia. As such, I am required to report any alleged instance of sexual assault to the university authorities should I become aware of it.

ADA Accommodations

This University abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your work in this class and for which you may require accommodations, please see the Disability Resource Coordinator as soon as possible to arrange accommodations. In order to receive accommodations, you must be registered with and provide documentation of your disability to the Office of Disability Resources (ODR) in 401 Lee Hall. After you are registered, I will be glad to meet with you and discuss how to provide you with appropriate accommodations to help you succeed in this class. Accommodations are not retroactive. From the moment you provide me with a letter from the ODR, I will do my best to help you. However, it is your responsibility to provide me with the letter.