

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	<input checked="" type="checkbox"/>	Education	
Proposal Submitted By: Lance Gentry			Date Prepared: 12/03/2018		
Course Title: Foundations of Marketing and Management					
Department/discipline and course number*:		GBUS 502			
Prerequisites: Acceptance to the MBA Program					

*This course number must be approved by the Office of the Registrar before the proposal is submitted.

Number of credits:	3	Will this course meet for at least 700 contact minutes for each credit hour proposed? If no, provide a credit hour justification.	YES	<input checked="" type="checkbox"/>	NO
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?)			NO	<input checked="" type="checkbox"/>	YES

Date of first offering of this new course: FALL SEMESTER, year		Fall 2019	
Proposed frequency of offering of the course:		Every Semester	
Proposed enrollment limit for the course:		25	
List the faculty who will likely teach the course:		Gentry, Majid	
Are ANY new resources required?		NO	<i>Document in attached impact statement</i>

**The earliest the course may be offered is the fall semester of the academic year FOLLOWING the year in which the course proposal is approved.

This new course will be (check all that apply):			
Required in the major	<input checked="" type="checkbox"/>	Required in the minor	<input type="checkbox"/>
Elective in the major	<input type="checkbox"/>	Elective in the minor	<input type="checkbox"/>
		General Elective	<input type="checkbox"/>
		General Education**	<input type="checkbox"/>

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

Catalog Description (suggested length – less than 50 words):
This course will explore the foundational principles of marketing in the global economy and the management tools to aid in decisions related to strategy, the marketing mix, the environment, and competition. The course will provide an overview of business principles that drive marketing functions at the firm and consumer levels including organization, market research, distribution channels, product life cycles, and business cycles. An overview of managerial responsibilities (PIC vs P-O-L-C) and concepts such as SWOT analysis will also be discussed.

COURSE HISTORY:	Was this course taught previously as a topics or experimental course?	YES	<input type="checkbox"/>	NO	<input checked="" type="checkbox"/>
Course Number and Title of Previous Course		Semester Offered	Enrollment		

CHECK HERE if the proposed course is to be **equated** with the earlier topics or experimental offerings. If equated, students who took the earlier "topics" course will only be able to take the new course as a repeat (C- grade or lower).

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. **Credit Hour Justification** (if required) – explain how this course will comply with the UMW Credit Hours Policy (D.5.3)
3. **Impact Statement** – Provide details about the Library, space, staffing, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. **Any change that impacts another Department must have a written statement (such as an email) from the Chair(s) agreeing to the change.**
4. **Sample Syllabus**

Department Chair Approval*: _____

Date: _____

CCC Chair Approval: _____

Date: _____

*COB and COE proposals approved by the Associate Dean. *BEFORE* consideration by the UCC, the proposal must be approved the two levels noted above. Approval by the UCC and UFC are noted on the proposal "status history" at the UCC web site.

Rationale Statement

The change in prerequisites is part of the restructuring of the MBA program. The overall intent is to simplify the requirements for the program.

Impact Statement

This change will impact the College of Business. It will require a business faculty to teach this class; we are assuming once per semester in the fall and the spring. However, the COB recently eliminated concentrations from the MBA program to free up graduate teaching resources and we have the resources to deliver these classes.

UNIVERSITY OF MARY WASHINGTON
COLLEGE OF BUSINESS
MBUS 500B: Foundations of Marketing and Management
Fall 2019
Wednesdays 6-9 pm

INSTRUCTOR:	TBD
OFFICE:	TBD
OFFICE HOURS:	TBD By Appointment
EMAIL:	TBD
PHONE:	TBD

CANVAS:

Information about the course including the syllabus, tentative schedule, and class notes can be found on Canvas.

REQUIRED MATERIALS:

Marketing 14th Edition by Roger A. Kerin, Steven W. Hartley (ISBN-13: 978-1259924040)

We will only cover part of the Marketing text in this class. We will cover the rest of it in the Marketing Strategy class (**MBUS 523**). If you take the class immediate after this class, we promise to use the same edition so you do not need to buy a new book. However, editions change frequently and if you postpone taking **MBUS 523**, you may need an updated version of the textbook.

COURSE OVERVIEW: This course will explore the foundational principles of marketing in the global economy and the management tools to aid in decisions related to strategy, the marketing mix, the environment, and competition. The course will provide an overview of business principles that drive marketing functions at the firm and consumer levels including organization, market research, distribution channels, product life cycles, and business cycles. An overview of managerial responsibilities (PIC vs P-O-L-C) and concepts such as SWOT analysis will also be discussed. After mastering the concepts and theories covered in this class, students will then have the opportunity to put their knowledge into practice via a project or simulation (varies with instructor).

COURSE OBJECTIVES:

1. To understand the fundamentals of managerial responsibilities (both the PIC and P-O-L-C frameworks)
2. To understand marketing processes and vocabulary related to markets and customers and how economic laws apply to markets.
3. To understand the nuances behind the practice of marketing including, but not limited to, understanding creating customer relationships, elements of marketing strategy, how to analyze the market, satisfy customers (consumers and organizations), and the potential and risks of international markets.

LEARNING OUTCOMES:

Upon successful completion of this course, students should be able to:

- Explain how both the PIC and the P-O-L-C frameworks explain the fundamental responsibilities of managers.
- Analyze the marketplace, including performing a SWOT analysis
- Explain the key elements of marketing strategy.
- Develop a plan for satisfying the needs of targeted segments at a profit
- Be able to draw and explain the Product Life Cycle (PLC)
- Be aware of current and expected demographic trends
- Explain the basics of consumer behavior and understand that people often make purchasing decisions that economists would consider irrational

CONDUCT OF COURSE: The material will be covered through lecture, discussion, problem solving, and a project or computer simulation. Student comprehension and understanding of the material will be measured through homework assignments, exams, and a project or simulation grade.

GRADING:

Your final grade will be based upon an accumulation of points earned throughout the semester. The necessary number of points for each grade is outlined below:

A	93-100
A-	90-92.9
B+	87.5-89.9
B	83-87.4
B-	80-82.9
C+	77.5-79.9
C	70-77.4
F	<70

You will be able to earn points by completing assignments, taking exams, and participating in class. The selection of assignments, exams, etc. is entirely up to you. The total number of points available for each activity is outlined below.

<u>Activities</u>	<u>Points</u>
Exams (2x20)	40
Homework	20
Participation and Group Feedback	20
Project or Simulation	20
Total Possible	100

EXAMS (20 points each, 40 points):

Exams are intended to measure your understanding of the topic areas and subject matter in the field being studied. Your ability to solve problems similar to those found in the text represents only a small, but important, portion of this understanding. Concepts and theories are an integral part of your education. When you are working in business and industry, you will rarely encounter problems presented precisely as they are in class or in the textbook. Therefore, the ability to transfer knowledge is essential. This ability is tested on exams. Exams are only to be taken by students who are enrolled in the course. Any student who drops the class or is not enrolled in the class should not sit for an exam. Violations of this policy will be reported to the Honor Court.

HOMEWORK (20 points):

Homework assignments are designed to reinforce concepts learned through PRACTICE. The nature of the material requires repetition to acquire fluency (this is sometimes called “chunking”). Assignments for the purpose of practice will be assigned for each topic covered.

PARTICIPATION (20 points):

You are expected to come to class prepared. This means that you have read the assigned chapter or material thoroughly BEFORE the class in which it is covered. If it becomes clear that this is not the case, your participation grade will suffer as you will be ill-equipped to take part in class discussion and problem-solving. If it becomes clear that failure to read the chapters before class is widespread, the entire class will lose participation points. An opportunity to provide feedback regarding group members’ contributions to group work will be provided and incorporated into this grade as well.

Project or Simulation (20 points):

Depending upon the instructor for this class, students will have the opportunity to put their newly gained knowledge into practice via a project or a simulation. Details will be provided on the first day of class.

HONOR SYSTEM:

The following policy is an expansion of my support for the honor system and is offered as a reminder to the student.

- Study groups are encouraged for chapter coverage and problem solving.
- Students should not discuss examinations until after examinations are covered in class. Telling students in other classes or section what is covered on an exam is considered helping improve the grades of others and will be treated as an honor violation.
- Unpledged work will not be graded.

DISABILITY STATEMENT:

The Office of Disability Resources has been designated by the University as the primary office to guide, counsel, and assist students with disabilities. If you receive services through the Office of Disability Services and require accommodations for this class, make an appointment with me as soon as possible to discuss your approved accommodation needs. Bring your accommodation letter with you to the appointment. I will hold any information you share with me in strictest confidence unless you give me permission to do otherwise. If you have not made contact with the Office of Disability Services and need accommodations, (note taking assistance, extended time for tests, etc.), I will be happy to refer you. The office will require appropriate documentation of disability. Their phone number is 540-654-1266.

ADDITIONAL POLICIES:

- Always bring your books to class. I will refer to figures or questions in the book during class.
- Please turn off your cell phones at the beginning of class.
- I **will** schedule appointments with students outside of my regularly scheduled office hours if they have a conflict with my scheduled hours, as long as I will be on campus and don't have a scheduling conflict. The more notice I have for an appointment, the better the chance that I can be available.
- I will not provide scores for any assignment, exam, or quiz via the telephone or by email. The Family Educational Rights and Privacy Act (<http://www.ed.gov/offices/OII/fpco/ferpa/>) prohibits me from discussing your grades in this course with your parents, with other members of your family, or with your friends.
- No "extra credit" assignments will be given. All grades will be based on the grading criteria established in this syllabus.
- This class will contribute to you becoming a respected professional; therefore, I fully expect you to behave professionally. Do not sleep in class, talk in class, monopolize class time or make disrespectful comments. I do not expect you to be perfect, but if your behavior is obvious enough to distract me, then it is obvious enough to distract others.

Title IX Statement

University of Mary Washington faculty are committed to supporting students and upholding the University's *Policy on Sexual and Gender Based Harassment and Other Forms of Interpersonal Violence*. Under Title IX and this Policy, discrimination based upon sex or gender is prohibited. If you experience an incident of sex or gender-based discrimination, we encourage you to report it. ***While you may talk to me, understand that as a "Responsible Employee" of the University, I MUST report to UMW's Title IX Coordinator what you share.*** If you wish to speak to someone confidentially, please contact the below confidential resources. They can connect you with support services and help you explore your options. You may also seek assistance from UMW's Title IX Coordinator. Please visit <http://diversity.umw.edu/title-ix/> to view UMW's *Policy on Sexual and Gender Based Harassment and Other Forms of Interpersonal Violence* and to find further information on support and resources.

Resources

Tiffany W. Oldfield, J.D.
Title IX Coordinator
Office of Title IX
Fairfax House
540-654-5656
toldfiel@umw.edu

Myranda Thomson
Title IX Deputy for Students
Area Coordinator
540-654-1184
mthomson@umw.edu

Confidential Resources

On-Campus
Talley Center for Counselling Services –
Lee Hall 106

Student Health Center
Lee Hall 112

Off-Campus
Empowerhouse
540-373-9373

RCASA
540-371-1666

TENTATIVE COURSE SCHEDULE:

MEETING	TOPIC	READINGS	HOMEWORK
1	Class review, Introductions, Management Fundamentals (PIC vs. P-O-L-C)	Management Package (download from Canvas)	Assignment 1 due Friday on Canvas
2	Creating Customer Relationships and Value, Developing Successful Marketing Strategies	Kerin, Chapters 1-2 (read before coming to class)	Assignment 2 due Friday on Canvas
3	Scanning the Marketing Environment Demographic Trends and Planning	Kerin, Chapter 3, Demographic Handout (download from Canvas; read both before coming to class)	Assignment 3 due Friday on Canvas
4	Exam 1 (90 minutes), Project/Simulation Overview		Team Plan for Project/Simulation due Friday on Canvas
5	Understanding Consumer Behavior	Kerin, Chapters 5, Consumer Behavior Handout (download from Canvas; read both before coming to class)	Assignment 4 due Friday on Canvas
6	Understanding Organizations as Customers, Reaching Global Consumers and International Markets	Kerin, Chapters 6-7 (read before coming to class)	Assignment 5 due Friday on Canvas
7	Exam 2 (90 minutes) Project/Simulation Update		
8	Final presentations (students) Final overview (instructor)		Finish simulation or turn in project report at start of class