

Developmental/Remedial

 Other/Additional: Explain:

See Curriculum Action Request (CAR) form for the college-wide general education student learning outcomes (SLOs) and/or the program learning outcomes (PLOs) this course supports.

This course outline is standardized and/or the result of a community college or system-wide agreement.
Responsible committee:

5. Student Learning Outcomes (SLOs): List one to four inclusive SLOs.

For assessment, link these to #7 Recommended Course Content, and #9 Recommended Course Requirements & Evaluation. Use roman numerals (I, II, III.) to designate SLOs

On successful completion of this course, students will be able to:

- I. Apply critical thinking skills to evaluate marketing information, solve problems, and make decisions
- II. Apply quantitative reasoning to enhance independent or group decision-making skills
- III. Demonstrate knowledge of marketing theories and concepts
- IV. Utilize marketing tools and techniques to conduct marketing-related research

6. Competencies/Concepts/Issues/Skills

For assessment, link these to #7 Recommended Course Content, and #9 Recommended Course Requirements & Evaluation. Use lower case letters (a, b...zz.) to designate competencies/skills/issues

On successful completion of this course, students will be able to:

- a. Demonstrate “market/customer driven” not “product driven” decisions compatible with entrepreneurial resources,
- b. Develop a “doable and realistic” electronic marketing plan which links the marketing mix (4P’s) to a dynamic external environment, utilizing a variety of digital tools, in the firm’s E-Marketing strategy,
- c. Validate market opportunities with a mix of “rational” research and intuition based on using the internet for primary and secondary research,
- d. Explain the E-Marketing context: e-business models, performance metrics, and role of strategic planning,
- e. Describe marketing strategies of segmenting, targeting, positioning, and differentiation as they apply to the entrepreneurial environment,
- f. Evaluate several customer relationship management (CRM) strategies using internet technologies, and
- g. Analyze how several industries use the internet in their businesses

7. Suggested Course Content and Approximate Time Spent on Each Topic

Linked to #5. Student Learning Outcomes and # 6 Competencies/Skills/Issues

1-2 Weeks Introduction to E-Marketing (SLO I-III; a,b,c,d,e,f,g)

1-2 Weeks E-Marketing Strategy and Planning (SLO I-III;a,b,c,e,d,f,g)

1-2 Weeks E-Marketing Environment (SLO I-III;b,d,f,g)

1-2 Weeks Website Design (SLO I-III;b,d,f,g)

- 1-2 Week Creating Sustainable Competitive Advantage- On Line and Off (SLO I-III;a,b,f)
- 1-2 Week Internet Product, Pricing and Branding (SLO I-IV; a,b,f)
- 1-2 Weeks Communications and Inbound Strategies (SLO I-IV; b,d,f,g)
- 1-2 Weeks Social Media (SLO I-IV; a,b,f,g)
- 1-2 Weeks Customer Relationship Management and Customer Capital (SLO I-IV; f)

8. Text and Materials, Reference Materials, and Auxiliary Materials

Appropriate text(s) and materials will be chosen at the time the course is offered from those currently available in the field. Examples include: J. Strauss & R. Frost, E-Marketing, 5th Edition, Prentice Hall, 2009. 13:9780136154402

Rethinking Marketing: The Entrepreneurial Imperative, M. Schindehutte. Pearson. 2009 ISBN: 978-0132393891, or the latest edition

Appropriate reference materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Internet references on modern operating systems

Appropriate auxiliary materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Internet tutorials on modern operating systems

9. Suggested Course Requirements and Evaluation

Linked to #5. Student Learning Outcomes (SLOs) and #6 Competencies/Skills/Issues

Specific course requirements are at the discretion of the instructor at the time the course is being offered. Suggested requirements might include, but are not limited to:

- 20 – 40% Examinations
- 10 --20% In-class exercises
- 0 -- 30% Homework
- 10 --20% Practice sets
- 0 – 10% Quizzes
- 30-- 40% Projects/Research/Presentations
- 0 -- 10% Attendance and/or class participation

10. Methods of Instruction

Instructional methods will vary considerably by instructor. Specific methods are at the discretion of the instructor teaching the course and might include, but are not limited to:

- a. Quizzes and tests with feedback and discussion;
- b. Lectures and class discussion
- c. Problem solving;
- d. PowerPoint presentations;
- e. Videos, DVDs, CD-ROMS;
- f. Guest speakers;
- g. Group activities;

- h. Oral reports and other student presentations;
- i. Games and simulations;
- j. Homework assignments such as
 - Reading, or watching, and writing summaries and reactions to marketing issues in the media including newspapers, video, magazines, journals;
 - Lectures, web-based materials, and other sources;
 - Analyzing published marketing plans
 - Reading text and reference materials and answering discussion questions;
 - Research environmental problems and issues
- k. Web-based assignments and activities;
- l. Reflective journals;
- m. Group and/or individual research projects with reports or poster presentations;
- n. Study logs and study groups;
- o. Service learning, community service, and/or civic engagement projects and other contemporary learning techniques (such as problem based learning).h. other contemporary learning techniques (such as problem-based learning, investigative case-based learning, co-op, internships, self-paced programs, etc.)

11. Assessment of Intended Student Learning Outcomes Standards Grid attached

12. Additional Information:

**University of Hawaii Maui College
Curriculum Action Request (CAR) Form
Course**

For Banner use:

SCACRSE
 SCAPREQ
 CAPPs
 WebCT-Detl
 CoReq-Detl
 Equiv-Detl
 Old Inactivated
 Crosslist done
 Another prereq

1. Author(s): Rafael Boritzer and Debasis Bhattacharya
2. Department: Business/Hospitality
3. Date submitted to Curriculum Committee: 10/14/2011

4. Type of action:

Addition:

- regular
 other; specify:

Modification:

- alpha/number pre-requisite
 title co-requisite
 credits recommended prep
 description other; specify: SLOs

5. Existing course:

Alpha: MKT Number:400 Title: New Venture Marketing

Credits: 3

6. Proposed new/modified course:

Alpha: MKT Number:400 Title: Marketing for a Digital Age

Credits: 3

7. Reason for this curriculum action:

Change of Course description and Student Learning Outcomes

8. New course description (*or year of catalog and page number of current course description, if unchanged*):

Examines how startup and small/medium-size companies reach the marketplace and sustain their businesses within highly competitive industries. Particular emphasis is placed on constructing a framework for the strategic deployment of digital media in consumer products marketing context on the internet. Topics include a survey of consumer digital devices, social networking, data surveillance, effective graphic design, and techniques in digital media production.

9. Pre-requisite(s) – *see Prerequisite Style Sheet for samples:*MKT 300 Principles of Marketing; or consent. no yes*with grade cor better*

10. Co-requisite(s): none

11. Recommended preparation: none

12. Cross listed: no yes; cite course alpha & number:

13. Student contact hours per week:

3 hr. lecture _____ hr. lab _____ hr. lecture/lab _____ hr. other; explain:

14. Grading: Standard (Letter, Cr/NCr, Audit)

Explain, if not Standard grading:

15. Repeatable for credit: no yes; maximum is _____ credit or unlimited.

(Most courses are not repeatable for additional credit; exceptions are courses such as internships and co-op courses.)

16. Special fees required: no yes; explain:

17. Proposed term of first offering: Fall semester of 2012 year.

18. List catalog used and then degrees, certificates, prerequisites, and catalog sections **and their page numbers** affected by this proposal: Catalog 2011-2012 page 133

19. Maximum enrollment: 35 Rationale, if less than 35: Current room capacity in KLMA 107

20. Special resources (*personnel, supplies, etc.*) required: no yes; explain:

21. Course is restricted to particular room type: no yes; explain:

22. Special scheduling considerations: no yes; explain:

23. Method(s) of delivery appropriate for this course: (*check all that apply*)

Traditional HITS/Interactive TV Cable TV Online Hybrid

Other, explain:

24. Mark all college-wide general education SLOs this course supports.

Std 1 - Written Communications

Std 2 - Quantitative Reasoning

Std 3 - Information Retrieval and Technology

Std 4 - Oral Communication

Std 5 - Critical Reasoning

Std 6 - Creativity

Other General Education SLOs, such as Ethics, Scientific Inquiry, or Service Learning.

Explain:

25. List all program SLOs this course supports? (*Explain, if necessary*)

Program SLO 1: apply knowledge of essential business disciplines including accounting, economics, finance, law, management, and marketing, and use business research methods to analyze information in order to develop solid business plans and strategies, and make effective and efficient business decisions; Explain:

Program SLO 2: demonstrate knowledge of operating system, word processing, spreadsheet, presentation software, database management, computer troubleshooting, web development, and e-commerce; Explain:

Program SLO 3: apply critical thinking skills to evaluate information, solve problems, and make decisions; Explain:

Program SLO 4: use information retrieval and technology; Explain:

Program SLO 5: communicate effectively with others utilizing appropriate forms of oral and written communication methods including multimedia presentations that apply information technologies and serve particular audiences and purposes. Explain:

26. Course fulfills the following general education elective (GE) for CTE (Career Technical Education) AS/AAS degrees (GE):
- English (EN)/Communication (CM) Quantitative Reasoning (QR)
 - Humanities (HU) Natural Science (NS) Social Science (SS)
 - Other:
- Course is a requirement for the AAS program(s) AS/AAS degree or certificate
- Course is a program elective for the _____ program(s) AS/AAS degree or certificate
27. Course fulfills the following general education elective (GE) for the ABIT BAS degree:
- English (EN)/Communication (CM) Quantitative Reasoning (QR)
 - Humanities (HU) Natural Science (NS) Social Science (SS)
 - Other:
- Course is a requirement for the ABIT BAS degree
- Course is a program elective for the ABIT BAS degree
28. Course fulfills a requirement for a proposed BAS _____ degree:
- Pre-requisite course Core
 - Capstone Course (CC) Other:
- Course is a program elective for a proposed BAS _____ degree
- Course fulfills the following general education elective (GE) for the proposed BAS _____ degree:
- English (EN)/Communication (CM) Quantitative Reasoning (QR)
 - Humanities (HU) Natural Science (NS) Social Science (SS)
 - Other:
- Course is applicable to the following additional BAS degrees:
29. Course satisfies the following category for the AA degree*:
- Category I: Foundations/Skills: Foundations I
 - Written Communication in English (FW)
 - Global and Multicultural Perspectives (FG)
 - Group A (before 1500 CE)
 - Group B (since 1500 CE)
 - Group C (pre-history to present)
 - Symbolic Reasoning (FS)
 - Category I: Foundations/Skills: Foundations II
 - Numeracy (FN)
 - Oral Communication in English (FO)
 - Computer/Information Processing and Retrieval (FI)
 - Category II: Breadth of Understanding and Experience
 - Human Understanding
 - The Individual (IN)
 - The Community (CO)
 - The Community – Global Perspective (CG)
 - Human Expression (HE)
 - Environmental Awareness (EA)
 - Environmental Awareness – Global Perspective (EG)

- Asia/Pacific Perspective (AP)
- Category III Focus/Specialization/Area of Interest
 - Interest Area Discipline/Alpha:
 - Elective (LE)
- Other Graduation Requirements
 - Writing Intensive (is appropriate for WI)
 - Environmental Awareness Lab/course with lab (EL)
 - Hawaii Emphasis (HI)

* Submit the appropriate form(s) to have the course placed in the requested category (ies). Submit a course outline, CAR, and appropriate forms to both the Curriculum Committee and the Foundations Board, if the course satisfies Category I: Foundations/Skills: Foundations I or II.

30. Course increases decreases makes no change to number of credits required for program(s) affected by this action. Explain, if necessary:

31. Course is taught at another UH campus (*see Sections 5 and 6 above*):

- no Explain why this course is proposed for UHMC:
- yes Specify college(s), course, alpha, and number where same or similar course is taught: Equivalent to MKT 362 at UH Manoa

32. Course is:

- Not appropriate for articulation.
- Appropriate* for articulation as a general education course at:
 - UHCC UH Manoa UH Hilo UHWO
- Previously articulated* as a general education course at:
 - UHCC UH Manoa UH Hilo UHWO


*Note: Submit Course Articulation Form if course is already articulated, or is appropriate for articulation, as a general education (100-, 200-level) course.

- Standardized and/or appropriate for articulation by PCC or other UH system agreement at:
 - UHCC UH Manoa UH Hilo UHWO Explain:
- Appropriate for articulation or has previously been articulated to a specific department or institution:
 - UHCC UH Manoa UH Hilo UHWO Outside UH system Explain:

33. Additional Information (*add additional pages if needed*): MKT 400 provides a critical component in the modern use of internet marketing and concepts appropriate for entrepreneurial startups.

University of Hawaii Maui College
Curriculum Action Request (CAR) Signature Page



Proposed by: Author or Program Coordinator
Date: 10/14/11



Checked by: Academic Subject Area Representative to Curriculum Committee
Date: 10/14/2011


Requested by Department: Department Chair
Date: 10/14/11


Recommended by: Curriculum Chair
Date: 1/30/12


Approved by Academic Senate: Academic Senate Chair
Date: 2-1-12


Endorsed by: Chief Academic Officer
Date: 2-4-12


Approved by: Chancellor
Date: 2/2/12