This form includes only those questions required for the 5-year review/amnesty process. Those questions not need have been omitted from the form; each question retains the same number as on the Course Outline and CAR for new and modified courses.

Numbers 1 to 10 and 30 cannot be modified using this form or via the 5-year review/amnesty process. The information in numbers 1 to 10 must match the published UHMC catalog and number 30 must match approved designations for the course.

ORIGINAL

June 2011

Received ~~March 2004~~
Under Amnesty Program
SLOs Updated & Linked To Content
COWIQ Grid Prepared

Author(s): Rick Miller

Department: Business/Hospitality

Date submitted to Curriculum Committee: June 30, 2011

Course:

1. Alpha: MKT   **2. Number:120**
3. Title: Principles of Marketing
4. Credits: 3   **5. Contact Hours/Type: 3 lecture**

6. Course Description:
   Introduces marketing principles including: channels of distribution, pricing, government regulations, consumer behavior, marketing functions and organization, product analysis, and promotional activity.

7. Pre-requisites: ENG 19 with grade C or better, or placement at least ENG 22 or 55, or consent

   Pre-requisite may be waived by consent ☒ yes   ☐ no

8. Co-requisites:

9. Recommended Preparation: ENG 22 or 55 with grade C or better, or placement at ENG 100

10. Cross-list:

30. Function/Designation: Mark all that apply.

   ☒ **AA* First Category LE - Elective   Second Category, if appropriate Category**
   ☐ **Fulfills Hawaii Emphasis (HI) Graduation Requirement**

   ☒ **AS Any   Other   List Additional Programs and Category:**

☒ **AAS Business Careers   PR - Program Requirement   List Additional Programs and Category: Other AASs - elective**

☒ **BAS ABIT - Applied Business and Information Technology   PQ - Pre-BAS Course**
List Additional Programs and Category:

☐ **Developmental/Remedial**   ☐ **Other/Additional: Explain:**

☐ **Diversification Designation**Diversification Designation**

☐ **Hawaii/Asia/Pacific (HAPS) Designation***

* Submit the appropriate form(s) to have the course placed in the requested category(ies). The course must meet the hallmarks for the requested category(ies) and needs to be approved by the Liberal Arts/AA Program. If the course satisfies category I: Foundations/Skills: Foundations I or II, it needs to be approved by the Foundations Board. Foundations I courses are submitted to the multi-campus Foundations Board for acceptance.
** Submit the Diversification form. The course must meet the hallmarks for the requested diversification designation and needs to be approved by both the Liberal Arts/AA Program and the Diversity Board.
***If a course needs a Hawaii/ Asia/ Pacific designation, it must be submitted to the HAPS board. See your Department Curriculum Representative, the Curriculum Chair, the Liberal Arts/AA Coordinator or the appropriate Board chair for additional information.

12. 5-year Review Date 2017

Many previous course outlines have SLOs and what are now called Competencies/Concepts/Issues/Skills combined in question number 6. In this form in number 15: SLOs are considered to be over arching "what the student will be able to do in the rest of life" type statements. In number 16: Competencies/Concepts/Issues/Skills are considered to be the more specific steps by which the SLOs are achieved.

15. Student Learning Outcomes (SLOs). List one to four inclusive SLOs.
   Use roman numerals (I., II., III.) to designate SLOs..
   On successful completion of this course, students will be able to:

   I.   discuss and appropriately apply marketing principles
   II.
   III.
   IV.

16. Competencies/Concepts/Issues/Skills. *Use lower case letters (a., b....zz) to designate competencies/concepts/issues/skills..*
   On successful completion of this course, students will be able to:

   a) Recognize the relationship of marketing to the overall area of business.
   b) Explore the social and economic impacts of marketing.
   c) Define terms associated with marketing.
   d) Analyze the marketing philosophy and functions.
   e) Evaluate the consumer orientated approach to marketing.
   f) Distinguish the difference between and the different types of industrial and consumer goods.
   g) Identify the methods of market research.
   h) Describe the basic concepts of retailing, wholesaling, and physical distribution.
   i) Categorize the basic concepts of promotion.
   j) Recognize the use of the computer and computer software marketing.
   k) To understand the legal and ethical considerations in marketing.
   l) To discuss current issues and trends relating to marketing.
   m) Appraise Marketing Ethics and Social Responsibility
   n) Recognize Economic Challenges Facing Global and Domestic Marketing
   o) Analyze Electronic Commerce: The Internet and Online Business
   p) Examine Customer-Driven Marketing
   q) Identify Promotion and Pricing Strategies
   r) Formulate Using Technology to Manage Information
   s) Formulate The Marketing Plan
   t) Examine Marketing Legal Problems, Standards and Options
   u) Differentiate various Target Markets
   v) Identify Marketing Channels

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

Linked to #15. Student Learning Outcomes and #16: Competencies/Concepts/Issues/Skills

2 3 weeks   Marketing: Managing Profitable Customer Relationships and Company and Marketing Strategy: Partnering to Build Customer Relationships. (I, a b m c n).

2-3 weeks   The Marketing Environment including Managing Marketing Information and Consumer and Business Buyer Behavior (I, d e h k l g)

3-4 weeks   Marketing Methods including Segmentation, Targeting, and Positioning; Building the Right Relationships with the Right Customers; Product, Services, and Branding Strategies; New-Product Development and Product Life-Cycle Strategies; and Pricing Considerations and Strategies (I, h,e,q,u,).

3-4 weeks Marketing Channels and Supply Chain Management including Retailing and Wholesaling;Integrated Marketing Communication: Advertising, Sales Promotion, and Public Relations. Personal Selling and Direct Marketing. (I, p v h f i)

2-3 weeks Markeing Environments including Marketing in the Digital Age; The Global Marketplace and Marketing and Society: Social Responsibility and Marketing Ethics. (I, t r o j)

18. Suggested Course Requirements and Evaluation
   Linked to #15. Student Learning Outcomes and #16: Competencies/Concepts/Issues/Skills
   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:
   -
   TESTS (I, a-v)
   PROJECTS (I, a-v)
   FINAL (I, a-v)
   OTHER AS APPROPRIATE (I, a-v)

19. College-wide academic student learner outcomes (CASLOs) this course supports: *(mark all that apply)*

   ☐ Written Communications
   ☐ Quantitative Reasoning
   ☒ Information Retrieval and Technology
   ☒ Oral Communication
   ☒ Critical Reasoning
   ☒ Creativity

   If this course supports one or more CASLO, then either complete the Assessment of Intended Student Learning Outcomes Standards (CCOWIQ) Grid (see Curriculum Committee website for grid form and submit it with this form) OR in the box

following explain briefly how this course supports the particular CASLO or CASLOs:

Grid is attached

20. Using the program student learning outcomes (PLOs) for the main program of which this course is a part, list only those PLOs this course supports:

PLO: Use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships
PLO: Analyze and explain basic business transactions and financial reports
PLO: Develop a sense and appreciation of entrepreneurship
PLO:
PLO:
PLO:
PLO:

22. Method(s) of delivery appropriate for this course: *(mark all that apply)*
☒ Traditional   ☒ HITS/Interactive TV   ☒ Cable TV   ☒ Online   ☒ Hybrid
☐ Other, explain:

23. 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: Boone, L. Contemporary Marketing, 2011 ed. South-Western Publishing

Appropriate reference materials will be chosen at the time the course is offered from those currently available in the field. Examples include: The Wall Street Journal; appropriate websites.

Appropriate auxiliary materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Instructor developed materials

31. Course is:
☐ Not articulated.

☐ Is presently articulated* as a general education course at:
☐UHCC ☐UH Manoa ☐UH Hilo ☐UHWO

If this course has a Foundation or Diversification designation, then check all the appropriate boxes. Only submit a Course Articulation Form (available on the Curriculum Committee website) if this course does not have a Foundation or Diversification designation and is already articulated as a general education (100-, 200-level) course. Check Curriculum Committee website under UH Courses for articulation sites.

☒ Is presently articulated by PCC or other UH system agreement at:
☒UHCC ☐UH Manoa ☒UH Hilo ☐UHWO Explain:

☐ **Is presently articulated to a specific department or institution:**

☐UHCC ☐UH Manoa ☐UH Hilo ☐UHWO ☐ Outside UH system
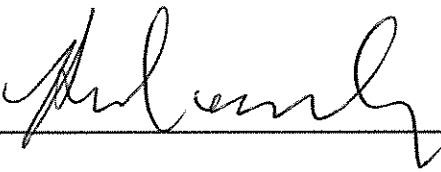
Explain:

☐ **This course outline is standardized and/or the result of a community college or system-wide agreement. Name of the responsible committee/group:**

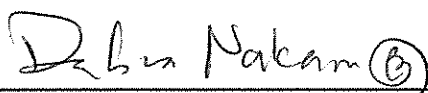**33. Additional Information** *(add additional pages if needed):*

SLO Project Submission Grid

Intended General Education Student Learning
Outcomes for Courses - Business Careers Program

CODE

3 = Focus of course

2 = Evaluate Using Outcome

1 = Not evaluated

0 = Not included

Standard 1 - Written Communication	BUS 120	MGT 122	MKT 120		BUS 125	MGT 118	MGT 124	MKT 160
1.1 Use writing to discover and articulate ideas	1	1	1		1	1	3	2
1.2 Identify and analyze the audience and purpose for any intended communication	1	1	2		3	2	3	3
1.3 Choose language, style and organization appropriate to particular purposes and audiences	1	1	2		3	2	3	3
1.4 Gather information and document sources appropriately	2	1	2		3	2	3	2
1.5 Express a main idea as a thesis, hypothesis, and other appropriate content	1	2	1		2	2	3	1
1.6 Develop a main idea clearly and concisely with a appropriate content	1	2	1		2	1	3	3
1.7 Demonstrate mastery of the conventions of writing, including grammar, spelling, and mechanics	2	2	2		2	1	2	2
1.8 Demonstrate proficiency in revision and editing	1	1	1		2	0	2	2
1.9 Develop a personal voice in written communication	0	0	1		0	0	0	0
1.10 Demonstrate mastery of various types of business writing, e.g. memos, letters	1	1	1		3	1	2	1
Standard 2 - Quantitative	BUS 120	MGT 122	MKT 120		BUS 125	MGT 118	MGT 124	MKT 160
2.1 Apply numeric, graphic, symbolic skills and other forms of quantitative reasoning accurately and appropriately	2	1	1		2	1	2	1
2.2 Demonstrate mastery of mathematical concepts, skills, and applications, using technology when appropriate	1	0	0		1	0	0	0
2.3 Communicate clearly and concisely the methods and results of quantitative problem solving	0	0	0		1	0	0	0
2.4 Formulate and test hypotheses using numerical experimentation	0	0	0		0	0	0	0
2.5 Define quantitative issues and problems, gather relevant information, analyze that information and present results	1	0	0		3	0	0	0

	BUS 120	MGT 122	MKT 120		BUS 125	MGT 118	MGT 124	MKT 160
2.6 Assess the validity of statistical conclusions	1	1	1		3	1	1	2
Standard 3 -Information Retrieval and Technology	BUS 120	MGT 122	MKT 120		BUS 125	MGT 118	MGT 124	MKT 160
3.1 Use print and electronic information technology ethically and responsibly	1	1	1		1	1	1	3
3.2 Demonstrate knowledge of basic vocabulary, concepts, and operations of information retrieval and technology	1	1	1		1	1	1	1
3.3 Recognize, identify, and define an information need	2	1	2		3	2	1	3
3.4 Access and retrieve information through print and electronic media, evaluating the accuracy and authenticity of that information	2	2	2		2	1	3	2
3.5 Create, manage, organize, and communicate information through electronic media	1	1	2		2	1	1	2
3.6 Recognize changing technologies and make informed choice about their appropriateness and use	0	0	0		0	0	0	1
Standard 4 - Oral Communication	BUS 120	MGT 122	MKT 120		BUS 125	MGT 118	MGT 124	MKT 160
4.1 Identify and analyze the audience and purpose off any intended communication	1	2	2		2	2	3	3
4.2 Gather, evaluate, select, and organize information for the communication	1	2	2		2	2	2	3
4.3 Use language, techniques, and strategies appropriate to the audience and occasion	1	2	2		2	2	3	3
4.4 Speak clearly and confidently, using the voice, volume, tone, and articulation appropriate to the audience and occasion	1	2	2		2	2	2	2
4.5 Summarize, analyze, and evaluate oral communications and ask coherent questions as needed.	1	2	1		2	1	2	3
4.6 Use competent oral expression to initiate and sustain discussions	1	2	2		2	2	2	2
Standard 5 - Critical Thinking	BUS 120	MGT 122	MKT 120		BUS 125	MGT 118	MGT 124	MKT 160
5.1 Identify and state problems, issues, arguments, and questions contained in a body of information	1	2	2		2	2	3	2
5.2 Identify and analyze assumptions and underlying points of view relating to an issue or problem	1	3	2		1	1	3	2
5.3 Formulate research questions that require descriptive and explanatory analyses	2	2	2		0	1	2	2
5.4 Recognize and understand multiple modes of inquiry, including investigative methods based on observation and analysis	1	3	0		0	2	3	0

	BUS 120	MGT 122	MKT 120	BUS 125	MGT 118	MGT 124	MKT 160
5.5 Evaluate a problem, distinguishing between relevant and irrelevant facts, opinions, assumptions, issues, values, and biases through the use of appropriate evidence	2	3	1	2	3	3	2
5.6 Apply problem-solving techniques and skills, including the rules of logic and logical sequence	1	3	2	2	2	3	2
Standard 6 - Creativity	BUS 120	MGT 122	MKT 120	BUS 125	MGT 118	MGT 124	MKT 160
6.1: Generate responses to problems and challenges through intuition and non-linear thinking.	3	0	3	3	1	1	3
6.2: Explore diverse approaches to solving a problem or addressing a challenge.	2	2	2	2	2	2	2
6.3: Sustain engagement in activities without a preconceived purpose.	0	0	0	1	0	0	1
6.4: Apply creative principles to discover and express new ideas.	2	0	2	2	0	0	3
6.5: Demonstrate the ability to trust and follow one's instincts in the absence of external direction	0	2	1	2	2	2	2
6.6: Build upon or adapt the ideas of others to create novel expressions or new solutions.	2	2	3	1	2	2	2

University of Hawaii Maui College
Course Outline and CAR – 5-year Review/Amnesty Form Signature Page

_____   6/29/1
Author   Date
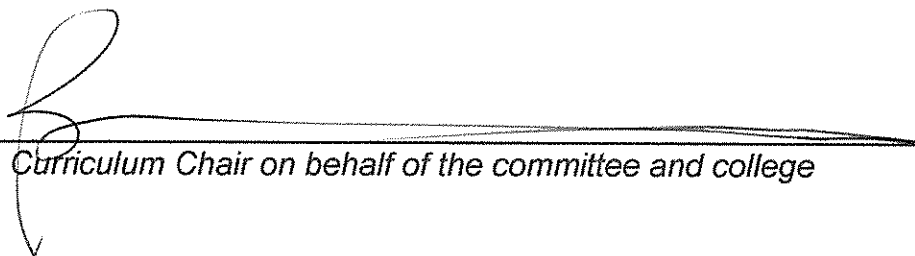
_____   6/30/11
Department Representative to Curriculum Committee   Date

_____   6/29/11
Department: Department Chair   Date

_____   6/30/11
Curriculum Chair on behalf of the committee and college   Date