

Curriculum Action Request (CAR) Form

COURSE (New Course, Course Modification, Five Year Review)

University of Hawai'i Maui College

Curriculum Proposal # 2015. 6040
(for CURCOM use only)

1. Curriculum Action

- New Course Course Modification Five Year Review

2. Proposer

Debasis Bhattacharya

3. Department

- Allied Health Business & Hospitality Career & Tech Education
 English Humanities Social Science
 Science/Tech/Eng/Math

4. Course Alpha

MKT

5. Course Number

300

6. Course Title

Principles of Marketing

7. If this is a course modification or a five year review, please check the curriculum items being modified.

- | | | |
|--|--|---|
| <input type="checkbox"/> 1. Course Alpha | <input type="checkbox"/> 2. Course Number | <input type="checkbox"/> 3. Course Title |
| <input type="checkbox"/> 4. Credits | <input type="checkbox"/> 5. Contact Hours | <input type="checkbox"/> 6. Course Description |
| <input checked="" type="checkbox"/> 7. Prerequisites | <input type="checkbox"/> 8. Corequisites | <input type="checkbox"/> 9. Rec Prep |
| <input type="checkbox"/> 10. Cross-list w other course | <input type="checkbox"/> 13. Grading Method | <input type="checkbox"/> 14. Repeatable for credit? |
| <input type="checkbox"/> 15. SLOs | <input type="checkbox"/> 16. Course Competencies | <input type="checkbox"/> 17. Content & Timeline |
| <input type="checkbox"/> 18. PLOs | <input type="checkbox"/> 19. CASLOs | <input type="checkbox"/> 21. Method of Delivery |
| <input type="checkbox"/> 22. Text and Materials | <input type="checkbox"/> 23. Maximum Enrollment | <input type="checkbox"/> 29. Course Designation |
| <input type="checkbox"/> 31. Catalog Modification | | |
| <input type="checkbox"/> Other | | |

8. Proposed Semester

Fall 2015

9. Effective Semester (1 Year from Proposed Semester)

Fall 2016

University of Hawaii Maui College
MKT 300 - Principles of Marketing

1. Course Alpha.

MKT

2. Course Number.

300

3. Course Title/Catalog Title.

Principles of Marketing

4. Number of Credits.

3

5. Contact Hours/Type.

- Hour lecture (3)

6. Course Description.

Applies the fundamental principles of successful marketing including segmentation, targeting, product development, positioning, packaging, placement, pricing, promotion, service and relationship building to development of marketing plans. Explores the impact of marketing of goods and services using the Internet, the World Wide Web, and other technologies as they emerge.

7. Pre-Requisites.

ECON 130 and ECON 131 both with grade C or better, or consent.

8. Co-requisites.

None

9. Recommended Preparation.

None

10. Is this a cross-listed course?

NO

11. Reason for Proposal. Why is this course being proposed or modified? This question requires specific information as part of the explanation.

Modification of the prerequisite to only focus on ECON 130 and ECON 131 as the prerequisite. This will simplify the pathway of ABIT students and allow students from various lower level disciplines to transfer to the upper division ABIT program.

12. Effective Semester and Year.

13. Grading Method. What grading methods may be used for this course?

- Standard (Letter,Cr/NCr,Audit) (0)

14. Is this course repeatable for credit? How often can this course be counted toward a degree or certificate?

NO

15. Course Student Learning Outcomes (SLOs).

Course SLO/Competency	Create a marketing strategy that covers the market demand and factors	Analyze the marketing conditions that achieve competitive advantage and leadership	Determine the optimal marketing mix –price, promotion, place and strategy	Defend the concept that all marketing is part of a global process.	Relate the role of new marketing concepts to successful marketing strategies	Prioritize the roles of advertising, sales promotion, and public relations, in the promotion mix and describe the major decisions involved in developing an advertising program	Analyze the role of price strategy in the marketing mix.	Identify the major channel alternatives open to a company and how channel members interact and organize the work of the channel	Enumerate the steps of target marketing and explain how companies identify attractive market segments, choose a market coverage strategy, and position their products for maximum competitive advantage in the marketplace
Define marketing, marketing management, the core concepts and relationships between customer value, satisfaction, and quality	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Describe the marketing process and the forces that influence it		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
List the marketing management functions, including the elements of a marketing plan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>
Evaluate the marketing information system, discuss its parts, and outline the steps in the marketing research process;		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Analyze the consumer market, construct a simple model of buyer behavior and list the major factors that influence buyer behavior, and the stages in the buyer decision process	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>

Course SLO/PSLO	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 efficient business decisions.	Use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships.	Apply critical thinking skills to evaluate information, solve problems, and make decisions.	Apply quantitative reasoning to enhance independent or group decision-making skills.	Communicate effectively with other utilizing appropriate forms of oral and written communication methods including multimedia presentations that apply information technologies and serve particular audiences and purposes.
Define marketing, marketing management, the core concepts and relationships between customer value, satisfaction, and quality	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Describe the marketing process and the forces that influence it		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
List the marketing management functions, including the elements of a marketing plan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Evaluate the marketing information system, discuss its parts, and outline the steps in the marketing research process;		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Analyze the consumer market, construct a simple model of buyer behavior and list the major factors that influence buyer behavior, and the stages in the buyer decision process				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

16. Course Competencies.

Competency

Create a marketing strategy that covers the market demand and factors
Analyze the market conditions that achieve competitive advantage and leadership
Determine the optimal mix of marketing elements - price, promotion, place and strategy
Defend the concept that all marketing is part of a global process.
Relate the role of new marketing concepts to successful marketing strategies
Prioritize the roles of advertising, sales promotion, personal selling and public relations, in the promotion mix and describe the major decisions involved in developing an advertising program
Analyze the role of price strategy in the marketing mix.
Identify the major channel alternatives open to a company and how channel members interact and organize to perform the work of the channel
Enumerate the steps of target marketing and explain how companies identify attractive market segments, choose a market-coverage strategy, and position their products for maximum competitive advantage in the marketplace

17. Recommended Course Content and Timeline. The course content facilitates the course competencies. Course content may be organized by weeks, units, topics or the like.

Content

1-2 Weeks: Planning and the Marketing Process
1-2 Weeks: The Marketing Environment, Marketing Research and Information Systems
1-2 Weeks: Markets and Buying Behavior
1-2 Weeks: Market Segmentation, Targeting, and Positioning
1-2 Weeks: Product and Services Strategy, New Product Development/Product Life-Cycle
1-2 Weeks: Pricing Strategies
1-2 Weeks: Distribution Channels, Logistics Management, Retailing and Wholesaling
1-2 Weeks: Integrated Marketing Communications Strategy
1-2 Weeks: Advertising, Sales Promotion, Public Relations, and Sales Management
1-2 Weeks: Direct and Online Marketing
1-2 Weeks: The Domestic Marketplace: Attracting, Retaining, and Growing Customers
1-3 Weeks: The Global Marketplace: Attracting, Retaining, and Growing Customers
0-2 Weeks: Special Topics

18. Program Learning Outcomes.

Program SLO

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 efficient business decisions.
Use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships.
Apply critical thinking skills to evaluate information, solve problems, and make decisions.
Apply quantitative reasoning to enhance independent or group decision-making skills.
Communicate effectively with other utilizing appropriate forms of oral and written communication methods including multimedia presentations that apply information technologies and serve particular audiences and purposes.

19. College-wide Academic Student Learning Outcomes (CASLOs).

<input checked="" type="checkbox"/>	Creativity - Able to express originality through a variety of forms. <input checked="" type="checkbox"/> Level 2
<input checked="" type="checkbox"/>	Critical Thinking - Apply critical thinking skills to effectively address the challenges and solve problems. <input checked="" type="checkbox"/> Level 2
<input checked="" type="checkbox"/>	Information Retrieval and Technology - Access, evaluate, and utilize information effectively, ethically, and responsibly. <input checked="" type="checkbox"/> Level 2
<input checked="" type="checkbox"/>	Oral Communication - Practice ethical and responsible oral communications appropriately to a variety of audiences and purposes. <input checked="" type="checkbox"/> Level 2
<input checked="" type="checkbox"/>	Quantitative Reasoning - Synthesize and articulate information using appropriate mathematical methods to solve problems of quantitative reasoning accurately and appropriately. <input checked="" type="checkbox"/> Level 1
<input checked="" type="checkbox"/>	Written Communication - Write effectively to convey ideas that meet the needs of specific audiences and purposes. <input checked="" type="checkbox"/> Level 2

20. Linking.

21. Method(s) of delivery appropriate for this course.

- Cable TV (0)
- Classroom/Lab (0)
- HITS/Interactive TV (0)
- Hybrid (0)
- Online (0)

22. Text and Materials, Reference Materials, and Auxiliary Materials.

Kotler on Marketing: How to Create, Win, and Dominate Markets Paperback – April 19, 201 by Philip Kotler
ISBN-10: 1476787905
ISBN-13: 978-1476787909

23. Maximum enrollment.

35

24. Particular room type requirement. Is this course restricted to particular room type?

NO

25. Special scheduling considerations. Are there special scheduling considerations for this course?

NO

26. Are special or additional resources needed for this course?

No

27. Does this course require special fees to be paid for by students?

NO

28. Does this course change the number of required credit hours in a degree or certificate?

No

29. Course designation(s) for the Liberal Arts A.A. degree and/or for the college's other associate degrees.

Degree	Program	Category
Associate in Arts:	Liberal Arts	LE - Elective
AS:		
AAS:		
BAS:	ABIT	BC - ABIT Business Core
Developmental/Remedial:		

30. Course designation(s) for other colleges in the UH system.

Principles of Marketing or MKT 300 is a similar course taught at UH West Oahu.

31. Indicate the year and page # of UHMC catalog referred to. For new or modified courses, please indicate the catalog pages that need to be modified and provide a sheet outlining those changes.

Catalog 2015-2016 page 12-13 ABIT requirements, and page 130 for course descriptions.

32. College-wide Academic Student Learner Outcomes (CASLOs).

Standard 1 - Written Communication Write effectively to convey ideas that meet the needs of specific audiences and purposes.	
Outcome 1.1 - Use writing to discover and articulate ideas.	3
Outcome 1.2 - Identify and analyze the audience and purpose for any intended communication.	3
Outcome 1.3 - Choose language, style, and organization appropriate to particular purposes and audiences.	3
Outcome 1.4 - Gather information and document sources appropriately.	3
Outcome 1.5 - Express a main idea as a thesis, hypothesis, or other appropriate statement.	3
Outcome 1.6 - Develop a main idea clearly and concisely with appropriate content.	3
Outcome 1.7 - Demonstrate a mastery of the conventions of writing, including grammar, spelling, and mechanics.	3
Outcome 1.8 - Demonstrate proficiency in revision and editing.	3
Outcome 1.9 - Develop a personal voice in written communication.	3
Standard 2 - Quantitative Reasoning Synthesize and articulate information using appropriate mathematical methods to solve problems of quantitative reasoning accurately and appropriately.	
Outcome 2.1 - Apply numeric, graphic, and symbolic skills and other forms of quantitative reasoning accurately and appropriately.	2
Outcome 2.2 - Demonstrate mastery of mathematical concepts, skills, and applications, using technology when appropriate.	2
Outcome 2.3 - Communicate clearly and concisely the methods and results of quantitative problem solving.	2
Outcome 2.4 - Formulate and test hypotheses using numerical experimentation.	2
Outcome 2.5 - Define quantitative issues and problems, gather relevant information, analyze that information, and present results.	2
Outcome 2.6 - Assess the validity of statistical conclusions.	2
Standard 3 - Information Retrieval and Technology. Access, evaluate, and utilize information effectively, ethically, and responsibly.	

Outcome 3.1 - Use print and electronic information technology ethically and responsibly.	2
Outcome 3.2 - Demonstrate knowledge of basic vocabulary, concepts, and operations of information retrieval and technology.	2
Outcome 3.3 - Recognize, identify, and define an information need.	2
Outcome 3.4 - Access and retrieve information through print and electronic media, evaluating the accuracy and authenticity of that information.	2
Outcome 3.5 - Create, manage, organize, and communicate information through electronic media.	2
Outcome 3.6 - Recognize changing technologies and make informed choices about their appropriateness and use.	2
Standard 4 - Oral Communication Practice ethical and responsible oral communications appropriately to a variety of audiences and purposes.	
Outcome 4.1 - Identify and analyze the audience and purpose of any intended communication.	3
Outcome 4.2 - Gather, evaluate, select, and organize information for the communication.	3
Outcome 4.3 - Use language, techniques, and strategies appropriate to the audience and occasion.	3
Outcome 4.4 - Speak clearly and confidently, using the voice, volume, tone, and articulation appropriate to the audience and occasion.	3
Outcome 4.5 - Summarize, analyze, and evaluate oral communications and ask coherent questions as needed.	3
Outcome 4.6 - Use competent oral expression to initiate and sustain discussions.	3
Standard 5 - Critical Thinking Apply critical thinking skills to effectively address the challenges and solve problems.	
Outcome 5.1 - Identify and state problems, issues, arguments, and questions contained in a body of information.	2
Outcome 5.2 - Identify and analyze assumptions and underlying points of view relating to an issue or problem.	2
Outcome 5.3 - Formulate research questions that require descriptive and explanatory analyses.	2
Outcome 5.4 - Recognize and understand multiple modes of inquiry, including investigative methods based on observation and analysis.	2
Outcome 5.5 - Evaluate a problem, distinguishing between relevant and irrelevant facts, opinions, assumptions, issues, values, and biases through the use of appropriate evidence.	2
Outcome 5.6 - Apply problem-solving techniques and skills, including the rules of logic and logical sequence.	2
Outcome 5.7 - Synthesize information from various sources, drawing appropriate conclusions.	2
Outcome 5.8 - Communicate clearly and concisely the methods and results of logical reasoning.	2
Outcome 5.9 - Reflect upon and evaluate their thought processes, value system, and world views in comparison to those of others.	2
Standard 6 - Creativity Able to express originality through a variety of forms.	
Outcome 6.1: Generate responses to problems and challenges through intuition and non-linear thinking.	3
Outcome 6.2: Explore diverse approaches to solving a problem or addressing a challenge.	3
Outcome 6.3: Sustain engagement in activities without a preconceived purpose.	3
Outcome 6.4: Apply creative principles to discover and express new ideas.	3
Outcome 6.5: Demonstrate the ability to trust and follow one's instincts in the absence of external direction	3
Outcome 6.6: Build upon or adapt the ideas of others to create novel expressions or new solutions.	3

33. Additional Information