

# LONG SIGNATURE SHEET



UNC CHARLOTTE

Proposal Number: MKTG  
MKTG 4-4-12

Proposal Title: Revision of Undergraduate Curriculum in Marketing  
Originating Department: Marketing

TYPE OF PROPOSAL: UNDERGRADUATE X GRADUATE \_\_\_\_\_ UNDERGRADUATE & GRADUATE \_\_\_\_\_  
(Separate proposals sent to UCCC and Grad. Council)

DATE RECEIVED	DATE CONSIDERED	DATE FORWARDED	ACTION	SIGNATURES
4-4-12	4-4-12	4-4-12	Approved	<u>DEPARTMENT CHAIR</u>  Sunil Erevelles
4/4/12	4/20/12	4/23/12	Approved	<u>COLLEGE CURRICULUM COMMITTEE CHAIR</u>  Ron Madsen
<del>4/23/12</del> →			Approved	<u>COLLEGE FACULTY CHAIR (if applicable)</u>  N/A
4/23/12	4/23/2012	4/23/2012	Approved	<u>COLLEGE DEAN</u>  Steve Ott
			Approved	<u>GENERAL EDUCATION</u> (for General Education courses)
	4 Jan 2013	4 Jan 13	Approved	<u>UNDERGRADUATE COURSE &amp; CURRICULUM COMMITTEE CHAIR</u> (for undergraduate courses)  Gerald A. Leigh
			Approved	<u>GRADUATE COUNCIL CHAIR</u> (for graduate courses)
8/29/12 1/4/2013			Approved	<u>FACULTY GOVERNANCE ASSISTANT</u> (Faculty Council approval on Consent Calendar)
				<u>FACULTY EXECUTIVE COMMITTEE</u> (if decision is appealed)

Revised Undergraduate

Course and Curriculum Proposal Form: Department of Marketing

REVISION OF UNDERGRADUATE CURRICULUM IN MARKETING

A. PROPOSAL SUMMARY AND CATALOG COPY

1. **SUMMARY:** The Department of Marketing proposes the following changes. We have used the following protocol in this document:

**Bold:** Proposed Course Titles/Numbers/Descriptions

Underline: Current Course Titles/Numbers/Descriptions

- Add 4 new courses to the marketing curriculum immediately upon adoption of the new curriculum:
  - **MKTG 3223 (Creativity and Innovation in Marketing)**
  - **MKTG 3224 (Branding and Product Strategy)**
  - **MKTG 3228 (Marketing Analytics)**
  - **MKTG 3230 (Social Media Marketing)**
- Add 2 new courses to the marketing curriculum approximately one year after adoption of the new curriculum:
  - **MKTG 3234 (Customer Data Mining and Marketing Metrics)**
  - **MKTG 3251 (Marketing Analytics Consultancy)**
- Modify 6 course titles, descriptions and course numbers, as follows:
  - MKTG 3216 (Consumer Behavior) to **MKTG 3221 (Consumer Behavior and Strategy)**
  - MKTG 3210 (Marketing Research) to **MKTG 3222 (Marketing Analysis and Decision Making)**
  - MKTG 3213 (Professional Selling and Sales Management) to **MKTG 3226 (Sales and Negotiations)**
  - MKTG 3212 (Retailing Management) to **MKTG 3227 (Retailing and Logistics Management)**
  - MKTG 3214 (Internet Marketing) to **MKTG 3229 (Internet Marketing and Analytics)**
  - MKTG 3219 (Marketing Strategy) to **MKTG 3250 (Marketing Strategy Consultancy)**
- Modify 1 course title and course number, as follows:
  - MKTG 3211 (Advertising and Promotions Management) to **MKTG 3225 (Advertising and Promotion)**

- Modify 2 course numbers, as follows:
  - MKTG 3215 (Global Marketing Management) to **MKTG 3231 (Global Marketing Management)**
  - MKTG 3220 (Sports Marketing) to **MKTG 3232 (Sports Marketing)**
  
- Add 2 new *optional* supporting courses, with *credit hours that do not count towards the marketing major*, to the marketing curriculum within one year after adoption of the new curriculum. Credit hours for each of these courses are also indicated below:
  - **MKTG 2210 (Marketing Careers): 2 credit hours**
  - **MKTG 3260 (American Marketing Association Professional Marketing Certification): 1 credit hour**
  
- Offer two different “concentrations” for marketing majors: a general “Marketing” concentration, and a “Marketing Analytics” concentration. The former concentration is designed for students with an interest in “strategic and behavioral” marketing, whereas the latter concentration is designed for students with an interest in “quantitative” marketing. A summary of the proposed electives for each concentration is presented in a table on page 3. All courses in the summary table are designed as 3 credit hour courses, unless otherwise specified in the table.
  
- The new, second concentration in “Marketing Analytics” was introduced because of the growing demand from the regional business community for students with skills in quantitative marketing. This primarily has been caused by an explosion in the availability of new sources of high quality data on how consumers behave, as radically new media and technologies enter the marketplace.
  
- Two of the electives in the “Marketing Analytics” concentration, INFO 3233 (Data and Information Management), and INFO 3236 (Business Analytics) will be taught by the faculty in the BISOM department.

## 2. PROPOSED CATALOG COPY

Because this proposal affects almost every course in our curriculum, we have attached below (Section G3) revised catalog copy and course descriptions for the entire proposed new curriculum.

**Table: Summary of Proposed Electives- B.S.B.A IN MARKETING**

**MARKETING**

• **MARKETING ELECTIVES (CHOOSE ANY 5):**

MKTG 3221	Consumer Behavior and Strategy
MKTG 3222	Marketing Analysis and Decision Making
MKTG 3223	Creativity and Innovation in Marketing
MKTG 3224	Branding and Product Strategy
MKTG 3225	Advertising and Promotion
MKTG 3226	Sales and Negotiations
MKTG 3227	Retailing and Logistics Management
MKTG 3228	Marketing Analytics
MKTG 3229	Internet Marketing and Analytics
MKTG 3230	Social Media Marketing
MKTG 3231	Global Marketing Management
MKTG 3232	Sports Marketing
MKTG 3400	Marketing Internship
MKTG 3000	Topics in Marketing
MKTG 3800	Directed Study

• **MARKETING CAPSTONE (REQUIRED):**

MKTG 3250	Marketing Strategy Consultancy
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• **BUSINESS CAPSTONE -(REQUIRED, 1 COURSE)**

MGMT 3280	Business Policy
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**MARKETING ANALYTICS**

• **MARKETING ANALYTICS ELECTIVES (CHOOSE ANY 3):**

MKTG 3222	Marketing Analysis and Decision Making
MKTG 3228	Marketing Analytics
MKTG 3229	Internet Marketing and Analytics
INFO 3233	Data and Information Management
INFO 3236	Business Analytics
MKTG 3234	Customer Data Mining and Marketing Metrics

• **MARKETING ELECTIVES (CHOOSE ANY 2):**

MKTG 3221	Consumer Behavior and Strategy
MKTG 3223	Creativity and Innovation in Marketing
MKTG 3224	Branding and Product Strategy
MKTG 3225	Advertising and Promotion
MKTG 3226	Sales and Negotiations
MKTG 3227	Retailing and Logistics Management
MKTG 3230	Social Media Marketing
MKTG 3231	Global Marketing Management
MKTG 3232	Sports Marketing
MKTG 3400	Marketing Internship
MKTG 3000	Topics in Marketing
MKTG 3800	Directed Study

• **MARKETING CAPSTONE (REQUIRED, CHOOSE 1):**

MKTG 3250	Marketing Strategy Consultancy
MKTG 3251	Marketing Analytics Consultancy

• **BUSINESS CAPSTONE -(REQUIRED, 1 COURSE)**

MGMT 3280	Business Policy
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• **OPTIONAL SUPPORTING COURSES:**

MKTG 2210	Marketing Careers (2 credits)
MKTG 3260	AMA Professional Marketing Certification (1 credit)
MKTG 3500	Cooperative Education and 49ership Experience (0 credits)

## A. JUSTIFICATION

### 1. Identify the need addressed by the proposal and explain how the proposed action meets the need.

The Department of Marketing, within the Belk College of Business, was faced with the following issues at the beginning of the 2011-2012 academic year:

- a. **Change:** The global, national and regional business environment had changed dramatically and rapidly, but our curriculum had not kept up with this change. It was important that we not only keep up with the changing needs of the business community, but also look ahead, creating a curriculum for the future. We believe that, with this curriculum proposal, we have taken a major step in developing one of the most updated and forward-looking undergraduate marketing curricula in the world.
- b. **Talent:** The marketing department in recent years has had several tenured, tenure-track and clinical faculty retire or leave for positions at other universities. We thus had two major needs. First, we needed to create an exciting and compelling future to attract the best talent to fill these vacated positions. Second, we needed to clearly define our vision for the future, and our specific needs in order to hire faculty with the interests to fulfill those specific needs. We believe that, with this curriculum proposal, we have taken a major step to meet those two needs.
- c. **Relevance:** One of UNC Charlotte's major goals as an "urban research university" is to "respond to regional needs and contribute to the economic needs of the region." The Department of Marketing's curriculum needs to be relevant to the regional business community, as well as the national and global business communities. Our proposed curriculum was driven substantially by external needs, as expressed by a variety of executives in the business community. We thus believe that this proposed curriculum will make our students more relevant and help us better "respond to regional needs and contribute to the economic needs of the region."

### 2. Discuss prerequisites/co-requisites for course(s) including class standing.

To be accepted into the Marketing major and to progress into the upper division of the College, a student must meet the Progression Requirements stated in the catalog copy (Section G3 in this document). The major requires a minimum of 120 semester hours. Students must complete the General Education Requirements of the University and the Progression, Core, and Major Requirements of the Belk College of Business. Except when permission from the chair of the department of Marketing is granted, the pre-requisites for the new courses proposed are as follows:

- **MKTG 3223 (Creativity and Innovation in Marketing)**  
MKTG 3110 (Marketing Concepts), with a grade of “C” or better
- **MKTG 3224 (Branding and Product Strategy)**  
MKTG 3110 (Marketing Concepts), with a grade of “C” or better
- **MKTG 3228 (Marketing Analytics)**  
MKTG 3110 (Marketing Concepts), with a grade of “C” or better
- **MKTG 3230 (Social Media Marketing)**  
MKTG 3110 (Marketing Concepts), with a grade of “C” or better
- **MKTG 3234 (Customer Data Mining and Marketing Metrics)**  
MKTG 3110 (Marketing Concepts), with a grade of “C” or better
- **MKTG 3251 (Marketing Analytics Consultancy)**  
MKTG 3110 (Marketing Concepts), with a grade of “C” or better,  
Successful completion of at least three marketing elective courses  
in the “Marketing Analytics” track, with a grade of “C” or better in  
each,  
Senior standing,  
Marketing major

**3. Demonstrate that course numbering is consistent with the level of academic advancement of students for whom it is intended.**

All the new courses proposed are at the 3000 level and are thus intended for advanced undergraduate students. As we have proposed substantial changes in our curriculum through the addition of new courses and revision of existing courses, we have re-numbered almost all courses offered in the Department of Marketing to be consistent with the level of academic advancement.

The “Marketing” concentration, which focuses on “strategic and behavioral marketing,” has five different categories of courses. The numbering of these courses is consistent with the level of academic advancement as a student moves from one category to the next.

- a. Marketing Fundamentals  
MKTG 3221, MKTG 3222 and MKTG 3223
- b. Marketing Components  
MKTG 3224, MKTG 3225, MKTG 3226 and MKTG 3227
- c. Marketing Specialties  
MKTG 3228, MKTG 3229, MKTG 3230, MKTG 3231 and MKTG 3232
- d. Marketing Capstone  
MKTG 3250
- e. Marketing Optional Support  
MKTG 2210 (Lower Division Undergraduate Course), MKTG 3260

Similarly, the numbering in the “Marketing Analytics” concentration, which focuses on “quantitative marketing,” follows a similarly consistent logic.

- a. Marketing Analytics Fundamentals  
MKTG 3222, MKTG 3228, MKTG 3229, INFO 3233, INFO 3236 and MKTG 3234

- b. General Marketing Fundamentals  
MKTG 3221 and MKTG 3223
- c. Marketing Components  
MKTG 3224, MKTG 3225, MKTG 3226 and MKTG 3227
- d. Marketing Specialties  
MKTG 3230, MKTG 3231 and MKTG 3232
- e. Marketing Analytics Capstone  
MKTG 3250 or MKTG 3251
- f. Marketing Optional Support  
MKTG 2210 (Lower Division Undergraduate Course), MKTG 3260

**4. In general, how will this proposal improve the scope, quality and/or efficiency of programs and/or instruction?**

The proposed curriculum will improve the scope and quality of instruction at the Belk College of Business and UNC Charlotte. This proposal has been driven substantially by the changing needs of the business community. The following key marketplace issues affected our decisions as we designed our curriculum for the future:

- The increasing commoditization of knowledge and the increasing marketplace focus on imagination and innovation
- An increasingly hyper-competitive global marketplace
- The rapid pace of marketplace change
- The explosion in the availability of new consumer data due to the proliferation of new media and technologies
- The increasing need for business curricula to be relevant to business.

In addition to consulting with business leaders, students and student advisors, we also analyzed the marketing curricula offered by the 20 highly-rated undergraduate business programs listed below. We believe that our proposed curriculum meets or exceeds the innovation present in these quality programs. We thus now have an outline for a potentially world-class marketing curriculum. If we are to realize this potential, we need to acquire the right faculty talent (outlined later in this document) and match the proposed curriculum with quality teaching.

- Babson College
- Boston College – Carroll School of Management
- Carnegie Mellon - Tepper School of Business
- Emory University – Goizueta Business School
- Miami University – Farmer School of Business
- New York University – Stern School of Business
- The Ohio State University – Fisher College of Business
- Rutgers University
- University of Alabama
- University of Arkansas

- University of California, Berkeley - Haas School of Business
- University of Florida
- University of Michigan
- University of Notre Dame – Mendoza College of Business
- University of Pennsylvania - Wharton School of Business
- University of Texas at Austin – McCombs School of Business
- University of Wisconsin – Madison
- University of Washington - Foster School of Business
- Wake Forest University
- Villanova University

The proposed program will improve the scope of instruction available in Belk College of Business by clearly delineating and strengthening our offerings in the two key “concentrations” in the marketing discipline. Our proposal will also make the rationale and focus of our courses clearer to marketing undergraduate students and to other students taking marketing courses. They will better see how the various courses relate to their career paths. The student advisors at the Belk College of Business will be fully apprised of the changes in our curriculum, so they in turn will better be able to direct students interested in the marketing major. In summary, the proposed curriculum will make an important contribution to UNC Charlotte in its mission to enhance the intellectual capital in the region, and contribute to its economy.

## **B. IMPACT**

- 1. What group(s) of students will be served by this proposal? (Undergraduate and/or graduate; majors and/or non-majors, others? Explain). Describe how you determine which students will be served.**

Undergraduate marketing majors will most directly be impacted by this proposal. They now will have an updated and forward-looking curriculum in marketing. In addition, depending on their career interests and strengths, they also will have courses from two distinct “concentrations” to meet their needs. We believe that all undergraduate business majors will have a better sense of the relevance of marketing to their own majors, and potentially have the opportunity to take additional courses connected with their interests. In particular, we expect students from the BISOM department to particularly be interested in our “marketing analytics” courses, and students in the International Business major to be interested in our new courses in both the “marketing” and “marketing analytics” concentrations.

During the creation of this new curriculum, we interviewed students in person and with the help of questionnaires, spoke extensively with student advisors and administrators who understood the strengths and weaknesses of our current curriculum, and spoke with several executives in businesses that hire our



undergraduate students. We believe that the proposed curriculum is well positioned to serve the student segments described earlier in this document, as well as the regional, national and global business communities. This proposed curriculum will enhance the education of marketing majors, as well as students in related fields.

## **2. What effect will this proposal have on existing courses and curricula?**

### **a. When and how often will added courses be taught?**

- Four new courses will be added to the marketing curriculum immediately upon adoption of the new curriculum. As these courses are marketing electives, they will initially be offered once every year, in the semesters noted below.
  - **MKTG 3223 (Creativity and Innovation in Marketing):** Spring
  - **MKTG 3224 (Branding and Product Strategy):** Fall
  - **MKTG 3228 (Marketing Analytics):** Fall
  - **MKTG 3230 (Social Media Marketing):** Spring
  
- Two more new courses will be added to the marketing curriculum approximately one year after adoption of the new curriculum. The first, MKTG 3234 is an elective in the “marketing analytics” concentration. At least initially, it will be offered “on demand,” depending on the number of students who select the “marketing analytics” concentration. This is appropriate, as the “marketing analytics” concentration requires that a student select any three “marketing analytics” electives. Our proposed curriculum will offer four electives on a regular basis. The second course (MKTG 3251) is a capstone course in the “marketing analytics” concentration, and will be offered once a year in the spring semester.
  - **MKTG 3234 (Customer Data Mining and Marketing Metrics):** On Demand
  - **MKTG 3251 (Marketing Analytics Consultancy):** Spring

### **b. How will the content and/or frequency of offering of other courses be affected?**

As noted above, the proposed curriculum would result in the addition of two new electives each semester (fall and spring) to the courses currently offered in marketing. During the spring semester 2012, the percentage of “seats filled” for undergraduate marketing courses was **93.16%** a week after the add/drop deadline. This is the highest of any department in the College of Business. This is largely due to the relatively fewer courses offered in the marketing department as compared with the other departments. Thus, even with current enrollments in the marketing major, there is sufficient capacity to increase the number of courses offered in marketing. In spring 2012, the percentage of “seats filled” for each department in the College of Business ranged from **85.37% to 93.16%**. Thus, the addition of two electives each semester will bring the “seats filled” in

marketing classes to a level comparable with other departments. Further it is expected that the adoption of the new curriculum will result in a gradual and steady increase in the number of marketing majors in the College of Business. In sum, the frequency of offering of other courses in the Department of Marketing will not substantially be affected. We have changed the content of several other courses in the marketing curriculum, and this is described later in this document.

**c. What is the anticipated enrollment in courses added (for credit and auditors)?**

Three of the new courses proposed are in the “marketing” concentration, and three are in the “marketing analytics” concentration. We expect considerable demand for the courses in the “marketing” concentration. MKTG 3223 (Creativity and Innovation in Marketing) involves a considerable number of interactive projects, and its enrollment will initially be limited to 42 students. Many lectures of MKTG 3230 (Social Media Marketing) are held in a computer laboratory, and so the enrollment will initially be limited to 40. A summary of the anticipated enrollments for courses in the “marketing” concentration is as follows:

- **MKTG 3223 (Creativity and Innovation in Marketing): 42**
- **MKTG 3224 (Branding and Product Strategy): 80**
- **MKTG 3230 (Social Media Marketing): 40**

Initially, we expect approximately 10% of marketing majors to be interested in the “marketing analytics” concentration. Thus, we anticipate the following enrollments in the new courses offered:

- **MKTG 3228 (Marketing Analytics): 25**
- **MKTG 3224 (Marketing Analytics Consultancy): 25**
- **MKTG 3234 (Customer Data Mining and Marketing Metrics): On demand (15)**

We expect these numbers to increase as the popularity of the “marketing analytics” concentration grows.

**d. How will enrollment in other courses be affected? How did you determine this?**

Please see section “b” above. There is sufficient capacity for the addition of two new electives each semester.

**e. If course(s) has been offered previously under special topics numbers, give details of experience including number of times taught and enrollment figures.**

The following course was offered during the fall 2011 semester as a “special topics course.”

- **MKTG 3230 (Social Media Marketing)**

It was very well received. 32 students enrolled in the class within 2 hours of enrollment being opened on Banner. 27 students completed the course during

the semester. Because of the positive feedback from students, a version of the course is now being offered at the graduate level.

**f. Identify other areas of catalog copy that would be affected, e.g., curriculum outlines, requirements for the degree, etc.**

We have included the entire catalog copy (Section G3) because of the substantial number of changes and additions to the original curriculum.

**C. RESOURCES REQUIRED TO SUPPORT PROPOSAL**

**When added resources are not required, indicate “none”. For items which require “none” explain how this determination was made.**

**1. Personnel**

**a. Hiring:** The successful implementation of this proposal is contingent on the hiring of two tenure-track/tenured faculty members, who would join the marketing faculty in the fall semester 2013, and one additional tenure-track/tenured faculty member, who would join the marketing faculty in the fall semester 2014. In addition, personnel support in the form of lecturers/clinical faculty will be needed to fill gaps in class coverage, depending on the teaching interests of the tenure-track/tenured faculty and the need for additional course sections if the new curriculum attracts additional marketing majors. At the present time, depending on the successful hiring and teaching interests of the new tenure-track/tenured faculty, it is conservatively estimated that at least four additional courses a year will have to be staffed by lecturers, when this proposed curriculum is implemented.

The department chair, Sunil Erevelles met with the Associate Dean for Faculty and Research (ADFR), Richard Buttimer to request the personnel resources described above. The ADFR has agreed to fully support the requests made for the tenure-track/tenured faculty members specified above. In addition, the ADFR will work with the chair to fill gaps in class coverage with the help of lecturers/clinical faculty.

Ideally, the tentative plan is for the two tenure-track/tenured faculty members joining the faculty in fall 2013 to have the following teaching interests:

- Position 1: Marketing Strategy/Marketing Innovation  
MKTG 3223 (Creativity and Innovation in Marketing)  
MKTG 3224 (Branding and Product Strategy)  
MKTG 3225 (Advertising and Promotion)
- Position 2: Marketing Research and Analytics  
MKTG 3222 (Marketing Analysis and Decision Making)  
MKTG 3228 (Marketing Analytics)  
MKTG 3234 (Customer Data Mining and Marketing Metrics)

**b. Qualified faculty members interested in teaching the new courses:**

**MKTG 3223 (Creativity and Innovation in Marketing):** Amato, Erevelles. We plan that one of the new faculty specified in section “a” will be expected to teach this course.

**MKTG 3224 (Branding and Product Strategy):** Hansen, Erevelles, Yang. We plan that one of the new faculty specified in section “a” will be expected to teach this course.

**MKTG 3228 (Marketing Analytics):** Hansen, Erevelles. We plan that one of the new faculty specified in section “a” will be expected to teach this course.

**MKTG 3230 (Social Media Marketing):** Blouin, Erevelles

**MKTG 3234 (Customer Data Mining and Marketing Metrics):** Hansen, Yang, Erevelles. We plan that one of the new faculty specified in section “a” will be expected to teach this course.

**MKTG 3251 (Marketing Analytics Consultancy):** Hansen, Erevelles. We plan that one of the new faculty specified in section “a” will be expected to teach this course.

**MKTG 2210 (Marketing Careers):** Swayne, Roundtree, Erevelles

**MKTG 3261 (AMA Professional Marketing Certification):** Bodkin, Erevelles, Swayne

2. Physical Facility. No additional resources, since all new courses will be taught in existing classrooms or computer laboratories.
3. Equipment and Supplies. No additional resources, since all new courses require equipment and supplies similar to those required by our current courses.
4. Computer. No additional resources, since none of the new courses requires more computer resources than those currently available.
5. Audio-Visual. No additional resources, since none of the new courses requires additional audio-visual equipment.
6. Other Resources. No additional resources, since all new courses require resources similar to those required by our current courses.
7. Indicate source(s) of funding for new/additional resources required to support this proposal. The Belk College of Business will support the requests made above for Personnel Resources. No additional funding for other resources is required.

#### **D. CONSULTATION WITH THE LIBRARY AND OTHER DEPARTMENTS OR UNITS**

1. **Library Consultation**

A copy of all new course proposals was sent to Ms. Somaly Kim-Wu, Business Librarian, for consultation. Her reports are attached below (Section G4). All new courses proposed were considered by Ms. Kim-Wu to have associated library holding that were either “adequate” or “superior.”

**2. Consultation with other departments or units**

The Business Information Systems and Operations Management (BISOM) department was consulted regarding the use of INFO 3233 (Data and Information Management) and INFO 3236 (Business Analytics) as electives in the “Marketing Analytics” concentration. The faculty of both Marketing and BISOM departments agree to this arrangement. Please see section G5 (Relevant Documentation of Consultation with other Units).

**F. INITIATION AND CONSIDERATION OF THE PROPOSAL**

**1. Originating Unit**

The originating unit for this curriculum proposal is the Department of Marketing. During the fall 2011 semester, a departmental curriculum committee was formed. It was tasked with redesigning or creating a new undergraduate curriculum for the Department of Marketing. During the spring 2012 semester, the Marketing Department Curriculum Committee met and reviewed our current curriculum relative to the marketing curricula from other highly-rated undergraduate business programs. In addition, the committee took into account the needs of the business community, student opinion and student advisor comments when revising the curriculum. On March 13, 2012, a marketing department faculty meeting was held to discuss the proposal. After several changes were made to the proposal, the faculty voted unanimously to approve the new curriculum. While finalizing the proposal, the committee decided to make an additional minor change to the approved curriculum- the addition of the “Internet Marketing and Marketing Analytics” course to the list of “Marketing Analytics” electives. This change was unanimously approved by the marketing faculty.

**2. Other Considering Units**

No other actionable consideration, beyond that specified in section D.2 (above) is required on behalf of other units.

**G. ATTACHMENTS**

**1. Course outlines for the proposed new courses**

- MKTG 3223 Creativity and Innovation in Marketing, (p14)
- MKTG 3224 Branding and Product Strategy, (p15)
- MKTG 3228 Marketing Analytics, (p16)
- MKTG 3230 Social Media Marketing, (p18)
- MKTG 3234 Customer Data Mining and Marketing Metrics, (p20)
- MKTG 3251 Marketing Analytics Consultancy, (p22)
- MKTG 2210 Marketing Careers, (p25)
- MKTG 3260 AMA Professional Marketing Certification, (p27)

**2. Course outlines for courses in which titles, descriptions and course numbers have been modified**

- MKTG 3221 Consumer Behavior and Strategy (p29)
- MKTG 3222 Marketing Analysis and Decision Making (p31)
- MKTG 3226 Sales and Negotiations (p32)
- MKTG 3227 Retailing and Logistics Management (p34)
- MKTG 3229 Internet Marketing and Analytics (p36)
- MKTG 3250 Marketing Strategy Consultancy (p37)

**3. Complete, Revised Catalog Copy and Course Descriptions (p39)**

**4. Consultation on Library Holdings (p46)**

**5. Relevant documentation of consultations with other units (p53)**

## G1. COURSE OUTLINES FOR PROPOSED NEW COURSES

### **MKTG 3223: Creativity and Innovation in Marketing**

#### **Course Description**

To thrive in an increasingly competitive and disruptive global environment, successful marketing organizations have embraced creativity and innovation to enhance strategic adaptability. The ability to continuously develop new products, services, business models and strategies enhance competitive advantage. This course begins with creativity as the starting point for innovation, exploring ways to enhance individual, team and organizational creativity, as it pertains to marketing decisions and strategies. Given an understanding of creativity, the course leads students through the full innovation process from idea generation, to early design, to declaration of importance to delivery to the consumer or end user. Students engage in exercises and a team project that concretize the creativity and innovation process in marketing activities.

#### **Pre-requisite**

- MKTG 3110 (Marketing Concepts), with a grade of “C” or better.

#### **Credit Hours**

- This is a 3 credit hour course.

#### **Suggested Required Textbooks**

- Liedtka, Jeanne and Tim Ogilvie. *Designing for Growth: A Design Thinking Tool Kit for Managers*. New York: Columbia Business School Publishing, 2011.
- Tidd, Joseph and John Bessant. *Managing Innovation: Integrating Technological, Market and Organizational Change, 4<sup>th</sup> Ed.* West Sussex, England: John Wiley & Sons, Ltd., 2009.

#### **Course Outline**

Week	Topic
1 & 2	Understanding the Creative Process: Creative Thinking and Methods
3 & 4	Building Innovative Organizations & Teams
5	Innovation Process
6	Observation: Understand customer needs
7 & 8	Visualization: Journey Mapping, Value Chain Analysis & Mind Mapping
9	Concept Development
10	Assumption Testing
11	Prototyping & Trial
12	Customer Co-Creation
13 & 14	Developing the Communication, Marketing and Training Plan
15 & 16	Launch Strategies & Performance Metrics
17	Project Presentations

## MKTG 3224: Branding and Product Strategy

### Course Description

Successfully differentiating oneself in today's hyper-competitive marketplace is a challenging task. Organizations need to focus on managing their brands and on creating long-term branding relationships with their customers. Launching a new product is also challenging in today's marketplace, and involves a deep understanding of consumer demand and competition. The purpose of this course is to help students understand how to build, measure, and manage brand strength and equity. Students will learn how to do brand market research, develop new brands, create strategic branding plans and leverage brand equity for brand extensions and long-term relationships. The course will also help students understand the new product development and launch process, along with the associated risks and pitfalls. Students will learn how to design, test, and launch new products through lectures, case discussions and projects.

### Pre-requisite

- MKTG 3110 (Marketing Concepts), with a grade of "C" or better.

### Credit Hours

- This is a 3 credit hour course.

### Suggested Required Textbooks

- *Strategic Brand Management*, by Kevin Keller, Prentice Hall 2<sup>nd</sup> Edition
- *New Products Management*, Merle Crawford and Anthony Di Benedetto (2006), 8<sup>th</sup> edition, McGraw-Hill Irwin.

### Course Outline

Week	Topic
1	Brand and Brand Management
2	Customer-Based Brand Equity
3	Brand Positioning
4	Choosing Brand Elements to Build Brand Equity
5	Integrating Marketing Communications to Build Brand Equity
6	Leveraging Secondary Brand Associations to Build Brand Equity
7	Developing a Brand Equity Measurement & Management System
8	Measuring Sources of Brand Equity
9	Measuring Outcomes of Brand Equity
10	Designing and Implementing Branding Strategies
11	Introducing and Naming New Products and Brand Extensions
12	The New Product Development Process/Concept Generation Ideation
13	Evaluation: Concept Testing/Development: Design/Launch: Planning and Market Testing



## MKTG 3222: Marketing Analytics

### Course Description

One of the most important marketing challenges today revolves around the ability to exploit the rapidly increasing amount of data on consumers and markets, in the presence of constantly evolving technology. Critically important is the need to utilize this data to gain strategic foresight for marketing decisions. As radically new technologies enter the marketplace, new sources of high-quality information on how consumers behave in the marketplace continue to emerge. The course, “Marketing Analytics” involves the study of descriptive and predictive consumer and market analysis and modeling to help formulate strategic marketing decisions.

The purpose of this course is to familiarize students that already have some basic statistical skills to concepts of quantitative marketing. The focus of the course will be on the interactions among consumers, firms, and society. Students will learn methodology involving business analytics, statistics, econometrics, and social science modeling. The focus of this course is on analyzing data and interpreting results, two main skills that any marketing manager should have. Students will make real world marketing decisions through cases and exercises that will help develop practical skills demanded in the marketplace. Students will work with a range of quantitative models to solve marketing problems such as market response, customer segmentation and targeting, product and brand positioning, and price and promotion decisions.

### Pre-requisites

- MKTG 3110 (Marketing Concepts), with a grade of “C” or better.

### Credit Hours

- This is a 3 credit hour course.

### Potential Required Textbooks

- Lilien, Gary L. and Arvind Rangaswamy (2004), *Marketing Engineering: Computer-Assisted Marketing Analysis and Planning*, Revised second edition, Trafford Publishing. (ISBN 141202252-2) (Required)
- Collica, Randall S. (2007), *CRM Segmentation and Clustering: Using SAS Enterprise Miner*, SAS Publishing. (Recommended, Optional)

### Course Outline

Week	Topic
1	Syllabus, Ch.1: Introduction
2	Statistical Software Operations/ Market Response Models (Linear &Logit Regressions)
3	Market Response Models (Linear & Logit Regressions)
4	Market Response Models (Linear & Logit Regressions)
5	Segmentation and Targeting (Cluster & Discriminant)
6	Segmentation and Targeting (Cluster & Discriminant)

7	Positioning
8	Price and Sales Promotion Decisions
9	Strategic Market analysis: Conceptual framework and tools
10	New Product Decisions
11	Project Data Analysis
12	Project Presentations

## **MKTG 3230: Social Media Marketing**

### **Course Overview**

Social media has quickly become indispensable for marketing and business purposes. As varying forms of social media become increasingly popular, businesses will need to know how to properly leverage social media for marketing purposes. The purpose of this course is to learn how to best utilize social media for marketing purposes, such as to build brand strength and to communicate with a customer base. Students will study cases where social media has been utilized successfully as well as unsuccessfully, they will have presentations from professionals who utilize social media in their careers, and will draw parallels between marketing best practices in traditional and new media. Beyond best practices, the class will delve into social media marketing analytics. Specifically, students will learn how to develop tools to utilize various analytical platforms, to analyze return on marketing investment and to optimize marketing programs accordingly. Students will learn to identify key performance indicators to evaluate past performance and to project campaign performance.

Among the key learning objectives of the course are the following:

- Understand how to effectively build a brand using social media outlets.
- Accurately measure the success of social media campaigns and return on investment.
- Interpret and analyze key performance indicators
- Navigate and create campaigns using contemporary social media platforms
- Use social media to engage with customers and build customer loyalty programs
- Identify marketing strategies that are conducive to different markets
- Develop a comprehensive social marketing program that complies with overall business objectives and strategy.

### **Pre-requisite**

- MKTG 3110 (Marketing Concepts), with a grade of “C” or better.

### **Credit Hours**

- This is a 3 credit hour course.

### **Potential Required Textbooks and Readings**

- *The Social Media Marketing Book*. Author: Dan Zarella, Publisher: O’Reilly Media, Inc. First Edition.
- *The Big Book of Social Media: Case Studies, Stories, Perspectives*. Authors: Robert Fine, Sam Feist. Publisher: Yorkshire Publishing, 2010.
- Additional articles will be assigned on a weekly basis via the class twitter account: @UNCCSocialMedia

### **Course Outline**

1. Topic: Introduction to Social Media

Assignment:

Sign up for class Twitter account

Read Chapters 1-4: The Social Media Marketing Book

2. Topics: Blogging, Micro blogging, and Social Networking  
Assignment: Read Chapters 5 & 6: The Social Media Marketing Book
3. Topics: Media Sharing, Social News & Bookmarking  
Assignment: Read Chapters 7&8: The Social Media Marketing Book
4. Topics: Ratings, Reviews & Forums  
Assignment: Read Chapters 10 & 11: The Social Media Marketing Book
5. Topics: Strategy, Tactics & Practice  
Assignment: The Big Book of Social Media: Pgs 19 - 70
6. Topics: Knowing the Consumer Audience & Review for Midterm
7. Topics: Midterm  
Assignment: The Big Book of Social Media: Pgs 71 - 102
8. Topics: Analytical Tools & Measurement  
Assignment: The Big Book of Social Media: 103-124
9. Topics: Case Studies –General Business & Social Media  
Assignment: The Big Book of Social Media: 125 - 163
10. Topics: Case Studies – Analytics  
Assignment: The Big Book of Social Media: 165 – 184
11. Topics: Case Studies – Media & Government  
Assignment: The Big Book of Social Media: 185 - 203
12. Topics: Case Studies – Employment & Non-Profits  
Assignment: The Big Book of Social Media: 205 - 267
14. Topics: Case Studies – Promoting Artists & Global Perspectives  
Assignment: The Big Book of Social Media: 268 – 280
15. Final Paper & Project Presentations Due
16. Final Exam

# MKTG 3234: Customer Data Mining and Marketing Metrics

## Course Description

This course focuses on how to understand marketing phenomena and solve marketing specific problems through the use of customer/sales data mining and marketing metrics. The explosion of new technology has allowed marketing departments and marketing research firms to capture an unprecedented amount of data on customer purchases and psychographics. Having the knowledge and ability to sort through this information and identify new market segments and brand positioning opportunities for the company is important to any marketing/brand manager. This course will provide students with the ability to learn the best practices for managing and analyzing consumer and sales data.

Students will learn how to use marketing data mining techniques to explore customer reactions to marketing activities. The development and use of customer data warehouses and sales data marts to support marketing analytics is an important part of this course. Further, the use of sales performance indicators, marketing dashboards and marketing scorecards for opportunity assessment and marketing performance analysis is addressed. Text and Web mining of customer blogs, online brand communities, bulletin boards, etc., are discussed, and the application of customer data mining techniques for effective marketing decision-making is covered. Topics covered in this course include: customer profiling, pricing decisions, market segmentation, forecasting the effect of advertising and promotions, and customer market basket profitability analysis. Students are encouraged to actively participate in the course through case and project presentations and classroom discussions on the quantification of marketing phenomena. This course will also provide students insights into the use of customer relationship management concepts that are needed by marketing/brand managers to make informed decisions. The course is intended as a senior level course for students.

## Prerequisite

- MKTG 3110 (Marketing Concepts), with a grade of “C” or better.

## Credit Hours

- This is a 3 credit hour course.

## Suggested Required Textbook

- Linoff, G. and Berry, M. (2011) *Data Mining Techniques: For Marketing, Sales and Customer Relationship Management, 3<sup>rd</sup> edition*. Indianapolis, IN: Wiley Publishing, Inc.
- (optional) Hughes, *Strategic Database Marketing, 3<sup>rd</sup> ed.*, McGraw-Hill, 2005
- (optional) Buttle, *Customer Relationship Management: Concepts and Tools*, Elsevier, 2004

## Course Outline

Week	Topic
1	Traditional data analysis vs. customer data mining vs. database marketing (DBM)
2	Sales and Promotions data forecasting for marketers

3	Customer Relationship Management (CRM)
4-5	Classic statistical analysis of marketing activities
6	Predictive Competitive Product Pricing Models
7	Customer Profiling
8	Marketing Dashboards, Marketing Metrics
9	Customer Analysis and Lifetime Value (CLV)
10	Social Network Level Analysis
11	Buying Pattern Discovery
12-13	Market Segmentation Modeling
14-15	Customer market basket analysis
16	Final Exam

# **MKTG 3251: Marketing Analytics Consultancy**

## **Course Description**

The application of Marketing Analytics involves the art and science of developing and utilizing quantitative marketing decision models to plan, analyze and implement marketing strategy. This marketing analytics consultancy course will provide students an opportunity to comprehensively integrate and apply (1) quantitative marketing analysis and decision making skills and (2) data management skills to real-world problems. The pedagogical philosophy in this course emphasizes “learning by application.” The emphasis of this course will be to have students work with a real company, using real data, to help identify marketing problems and make recommendations for strategic solutions. In addition to critical thinking using empirical analysis, students will develop skills in teamwork, written and oral communication. Each student group will independently and competitively work on one single corporate consulting project. Each group will present its strategic analysis and recommendations to the instructor and the top two teams will present to the corporate client. It is expected that the company participant will come from Belk College industry partners in the greater Charlotte region. This course is intended to be the capstone course taken by marketing majors in the analytics concentration during the senior year.

The objectives for this course are:

1. To provide students with a “real” marketing analytics problem, from which they are to identify patterns in the data and offer managerially-relevant marketing strategy solutions.
2. To apply analytical techniques and quantitative models by converting data and information to insights and strategic marketing decisions.
3. To help view “real” marketing problems in ways that are amenable to analytical modeling.
4. To comprehensively apply marketing analytics concepts from past electives.
5. Provide the student with an understanding of the marketing challenges faced by marketing managers through a hands-on project.

## **Prerequisites**

- MKTG 3110 (Marketing Concepts), with a grade of “C” or better
- Successful completion of at least three marketing elective courses in the “Marketing Analytics” concentration, with a grade of “C” or better in each
- Senior standing
- Marketing major

## **Credit Hours**

- This is a 3 credit hour course.

## **Suggested Required/Optional Textbook**

- Since this is a capstone consultancy practicum, no particular textbook will be assigned. Textbooks from the student’s previous marketing analytics electives courses will serve as reference material for this course.

- The following optional textbook is recommended for reference: *Marketing Strategy*, 5<sup>th</sup> ed. by OC Ferrell and Michael D. Hartline, Southwestern, Cengage Learning, 2011.

### Recommended Format for the Analytics Consultancy

- **Stage 1: Document of Understanding and Gantt Chart** : A key deliverable for this class will be the Document of Understanding (DoU). This document is a statement of work outlining the project scope and detailed schedule (including deliverables for each week). It describes clearly what the project is and what it is not. The Gantt chart graphically outlines when each task will be performed. *A first draft of the document of understanding and the Gantt chart will be submitted to the project sponsors (the company sponsors and the instructor).* The final version of the document is due one week after the rough draft.
- **Step 2: Project progress reports**: Beginning the week immediately after the final version of the DoU is turned in, each team will e-mail the instructor and the company sponsors a weekly one-page progress report that outlines the tasks completed during the week, percentage of the project work completed, roadblocks encountered, and outstanding issues.
- **Step 3: Mid-term project review**: A mid-term project review meeting will be held with the company sponsors as well as the instructor. The team will present its progress to obtain feedback and suggestions for the direction of future effort.
- **Step 4: Final project presentation to Instructor**: Each team will present its results after the completion of the project. The presentation grade will be based on both content and delivery. The purpose of these presentations is to develop the skill to make professional presentations.
- **Step 5: Final project Finalist presentation to Instructor/Sponsor**: The final two teams will present to the corporate sponsor and instructor. Both the instructor and the sponsor will determine the winning team.

### Course Outline

#### Week Topic

- 1 Introduction on Marketing Analytics Consultancy, Project Groups Determined
- 2 Situational Analysis – External Environment, Competitor Analysis
- 3 Application of Market Response Models
- 4 External Environmental Analysis, Application of Market Response Models
- 5 Competitive Advantage, Competitor Analysis, Linear and Logit Regression Analysis
- 6 Customer Satisfaction, Product/Positioning Strategies, Segmentation (Cluster and Discriminant Analysis)
- 7 Internal Environmental Analysis Presentations, Targeting (Cluster and Discriminant Analysis)
- 8 Pricing/Distribution Strategies, IMC, Project Data Analysis
- 9 Target Market and Marketing Strategy Presentations, Project Data Analysis
- 10 Writing an Executive Summary, Project Data Analysis
- 11 Data Analysis involving Marketing Tactics
- 12 Financial Implications and Controls Presentation
- 13 Marketing Analytics Plan Discussion- Decisions Reached
- 14 Marketing Analytics Plan Presentations Round 1 (Instructor)



- 15 Marketing Analytics Plan Presentations Round 2 (Instructor)
- 16 Marketing Analytics Plan Presentations Round 3 (Instructor and Client)

## MKTG 2110: Marketing Careers

### Course Description

Open to any major. An overview course for undergraduate students, Marketing Careers is designed to expose students to the “Real World” of marketing and the vast career options available. Through executive speakers, panel presentations, and readings, students will explore the incredibly diverse and exciting world of marketing. This course is recommended for the sophomore year, as the student investigates majors.

The objectives for this course are to:

1. Inform students of the vast career options available to those majoring in marketing.
2. Energize and excite students about a career in marketing.
3. Enable students to interact with industry executives at a very early stage of their college experience.
4. Establish expectations of professionalism for business students (both internal and external to the College).
5. Introduce students to the Belk College Advising Center.

### Pre-requisites

- None

### Credit Hours

- This is a 2 credit hour course

### Suggested Required Textbook

- *Careers in Marketing*, Lila Stair and Leslie Stair (2008), McGraw-Hill Professional Careers

### Course Outline

Week	Topic
1	Marketing in the New Millennium
2	<i>Professionalism – Part I</i>
3	Careers in Market Research <i>Executive Speaker Series - 1</i>
4	Careers in Product Development <i>Executive Speaker Series - 2</i>
5	Careers in Advertising and Sales Promotion Including Sports <i>Executive Speaker Series - 3</i>
6	<i>Professionalism – Part II</i>
7	Careers in Public Relations and Customer Service <i>Executive Speaker Series - 4</i>
8	Careers in Industrial, Wholesale and Direct sales

	<i>Executive Speaker Series – 5</i>
9	Careers in Retailing <i>Executive Speaker Series – 6</i>
10	<i>Professionalism – Part III</i>
11	Careers in Marketing Management <i>Executive Speaker Series – 7</i>
12	Careers in Global Marketing <i>Executive Speaker Series – 8</i>
13	Careers in Education, Consulting, Entrepreneurship and Franchising <i>Executive Speaker Series – 9</i>
14	Economic Trends and their impact on Marketing careers <i>Executive Speaker Series– 10 HR Professional</i>
15	<i>Professionalism – Part IV</i>
16	Beginning a Successful career in Marketing Belk College Advising Center
Exam	Elevator Speeches

## MKTG 3260: AMA Professional Marketing Certification

### Course Description

This course will be used to prepare students to take the AMA Professional Certified Marketer (PCM) Examination. Only students who have the necessary pre-requisites are eligible to sit for the PCM exam. This course is designed around the topics covered on the PCM exam. Marketers who have achieved the Professional Certified Marketer designation are committed to professional conduct and subscribe to the Marketing Code of Ethics. Topics to be reviewed for the exam include: legal and ethical issues in marketing; relationship and information management; assessment and planning of the strategic marketing process; use of the marketing mix; and marketing evaluation.

### Pre-requisites

- B.S. in Business Administration with a major in marketing
- Four years of professional work experience

### Credit Hours

- This is a 1 credit hour course

### Additional costs

- American Marketing Association application and test fees.

### Suggested textbooks

Since this exam covers all areas taught in a marketing curriculum, students can review for the exam using several different textbooks such as:

- Kerin, Hartley, and Rudelius (2010) *Marketing 10<sup>th</sup> edition*. McGraw-Hill/Irwin
- Perrault, Cannon, McCarthy (2010) *Basic Marketing 18<sup>th</sup> edition*. McGraw-Hill/Irwin
- Kotler & Keller (2012) *Marketing Management 14<sup>th</sup> edition*. Pearson/Prentice Hall

### Course Outline

Week	Topic
1	Legal, ethical, and professional, issues in marketing
2	Complying with regulations, laws, and guidelines affecting marketing
3	Adhering to ethical codes
4	Engaging in professional development to advance competence
5	Setting priorities and allocating organizational resources
6	Managing internal and external relationships
7	Conducting environmental analyses
8	Conducting marketing research
9	Developing a market-product focus
10	Strategies to introduce new products

<b>11</b>	Marketing promotional strategies
<b>12</b>	Retail/wholesale strategies
<b>13</b>	Pricing strategies
<b>14</b>	Monitoring and evaluating marketing programs
<b>15</b>	Final review for PCM exam

## G2. COURSE OUTLINES FOR COURSES WITH NEW COURSE TITLES, DESCRIPTIONS AND COURSE NUMBERS

### **MKTG 3221: Consumer Behavior and Strategy**

#### **Course Description**

Businesses spend enormous amounts of time, money, and other resources on monitoring, predicting, understanding, and influencing the behavior of consumers. Success depends on convincing consumers to use their products and services rather than competitors' offerings. This course provides a contemporary, strategic approach to consumer behavior. Throughout the course, students will examine cutting-edge examples of how key concepts and theories can be applied to company, brand, and organizational decisions. This course will also have a heavy emphasis on application through assignments, cases, and in-class exercises. Students will learn how marketing managers use their research-based knowledge about consumers to create more effective segmentation and positioning strategies. They will also learn how to reach consumers more efficiently, how to develop more effective online tactics, and how to develop more powerful branding strategies.

#### **Pre-requisites**

- MKTG 3110 (Marketing Concepts), with a grade of "C" or better.

#### **Credit Hours**

- This is a 3 credit hour course

#### **Suggested Required Textbooks and Cases**

- *Consumer Behavior: Building Marketing Strategy, 12th Edition* (2013) by Delbert Hawkins, David Motherbaugh, and Roger Best
- Harvard Business School Cases

#### **Course Outline**

Week	Topic
1	Syllabus Consumer Behavior and Strategy Overview
2	Consumer Research and Informing Strategy
3	Perception Attention Attitude
4	Motivation Emotion Customer Satisfaction
5	Monsanto Case Self-Concept Brand Personality
6	Means-End Chains Segmentation

	Target Marketing
7	IKEA Case Learning
8 & 9	Mid-Term Exam Spring Break
10	Learning Memory Product Positioning
11	Intel Inside Case Automatic Information Processing
12	Environmental Influences Decision Making Process
13	Framing Effects Product Placement
14	Psychology of Money Branding Strategy
15	Social Influence and Behavioral Compliance
16	Word-of-mouth Culture
17 & 18	Final Exam Review Final Exam

## MKTG 3222: Marketing Analysis and Decision Making

### Course Description

Marketing is a combination of art and science. To succeed, marketers must be able to understand customer preferences in competitive environments. The vast majority of marketing research dollars are spent in an effort to describe, explain, and predict customer behavior. Most firms are afraid that they don't know who their customers really are or what they really want. Customer preferences change. Technologies and competition changes too. Only good marketing analysis can provide organizations with the information needed to make decisions. This course begins with a review of the process used in a typical marketing research project. Given an understanding of the market research process, the course leads students through the development of a market research project from questionnaire generation, to sample design, to analysis and interpretation of results. Students engage in exercises and a team project in which they will create and launch a marketing research survey, collect/code data, and make recommendations based on analysis of the data.

### Pre-requisite

- MKTG 3110 (Marketing Concepts), with a grade of "C" or better, STAT 1220.

### Credit Hours

- This is a 3 credit hour course.

### Suggested Required Textbooks

- Hair et al. (2010), *Essentials of Marketing Research*, 2<sup>nd</sup> Edition, McGraw Hill

### Course Outline

Week	Topic
1 & 2	Overview of marketing research & Problem Identification
3	Qualitative Data Techniques: Focus Groups
4	Qualitative Data Techniques: Depth Interviews
5	Qualitative Data Analysis: advanced pivot tables (in Excel)
6	Sample Design
7	Measurement
8	Scaling
9 & 10	Quantitative Data Techniques: Survey Design
11	Chi-Square, t-tests
12	ANOVA
13 & 14	Correlation/Regression
15 & 16	Advanced Analysis
17	Project Presentations



## MKTG 3226: Sales and Negotiations

### Course Description

Many marketing positions require sales experience; many people who work in sales appreciate the direct relationship with achieving objectives and the rewards for doing so. The course will provide the theory of effective, professional selling as well as an opportunity to practice sales calls from identifying prospects, researching buyers' needs, overcoming objections, and closing the sale. An inherent part of selling is the ability to negotiate. Negotiation is the art and science of securing an agreement between two or more independent parties. You will be introduced to the theory and processes of negotiation as it is performed in a variety of settings and to practice to improve your skills. Good salespeople and good negotiators are not born that way but accomplish success through preparation and practice. We will focus on understanding the behavior of individuals, groups, and organizations in the context of competitive situations, from more simple negotiations to more complex. The Objectives of the course are (1) To develop a general theory of selling to establish a framework for the student's own personal sales techniques; (2) to develop an understanding of relevant management theory with particular emphasis on sales management; (3) to develop a general theory of negotiations to establish a framework for the student's own personal negotiation techniques used in selling and other life negotiations; (4) to provide an opportunity for practice of the theoretical concepts discussed in the course.

### Pre-requisite

- MKTG 3110 (Marketing Concepts), with a grade of "C" or better

### Credit Hours

- This is a 3 credit hour course.

### Suggested Required Textbooks

- *Sell 3* by Thomas N. Ingram, Raymond LaForge, etc. (2013) Cengage Learning, ISBN: 10-113318832X
- *The Mind and Heart of a Negotiator*, 4<sup>th</sup> edition, by Leigh L. Thompson (2009) Prentice Hall, Inc.

### Course Outline

Week	Topic
1	Introduction
2	Building Trust/Sales Ethics Understanding Buyers
3	Distributive Negotiation Communication Skills
4	Strategic Prospecting Planning Sales Presentations
5	Creating and Communicating value Integrative Negotiations
6	Exam 1

	Sales Taping
7	Video Playback and Critique
8	Addressing Concerns/Closing Integrative Negotiations
9	Expanding Customer relationships Adding Value to Sales
10	Sales Management Negotiation with Assistant
11	Strengthening Presentations Exam 2
12	Videotaping
13	Video Playback and Critique
14	Negotiating in Teams A Negotiating in teams B
15	Final Exam

## MKTG3227: Retail and Logistics Management

### Course Description

This course examines the professional management of retail institutions and logistics from the perspective of a professional manager and an entrepreneur. This course will provide students an understanding of the role of retailing and logistics in our global marketplace. Students will analyze methods to succeed in a very competitive environment by studying the impact of technology, consumers, and the economic environment. In terms of retailing content this course includes a topical analysis of the retail mix; trade and site analysis; merchandise selection, display, and control; store layout; promotional policy; pricing policy; services; financial policy and control; and integration of the retail mix. In terms of logistics content this course includes ways to plan and manage supply chains, transportation, and distribution of goods and services. This course builds upon knowledge learned in Marketing Concepts. By studying retailing and logistics students learn the critical linkages that occur between manufacturers and the final consumer. Students will gain team building, writing, and presentation skills through a variety of assignments.

### Pre-requisite

- MKTG 3110 (Marketing Concepts), with a grade of “C” or better.

### Credit Hours

- This is a 3 credit hour course.

### Suggested Required Textbooks

- David, P. and Stewart R. (2011) *International Logistics: Management of International Trade Operations, 3<sup>rd</sup> edition*. Mason, OH: Cengage Learning.
- Dunne, P., Lusch, R., Carver, J. (2011) *Retailing, 7<sup>th</sup> edition*. Mason, OH: South-Western Cengage Learning.

### Course Outline

Week	Topic
1	Introduction on Retailing and Logistics
2	Evaluating the competition
3	Retail: Strategy
4	Retail: Customers
5	Retail: Finances
6	Retail: Location Analysis
7	Retail: Merchandising
8	Retail: Pricing and Promotion
9	Logistics: Creating competitive advantage
10	Logistics: Supply chain management
11	Logistics: Terms of trade

12	Logistics: International logistics / transportation
13	Logistics: Logistics security
14	Logistics: Packaging and customs clearances
15	Legal and ethical behavior

## MKTG 3229: Internet Marketing and Analytics

### Course Description

Internet Marketing is becoming a critical part of the marketing strategy of all companies. In this course, information will be framed and presented from the perspective of a Marketing Director. Students will be given the opportunity to analyze and evaluate existing websites and Internet activities, which will help them learn how to make strategic marketing decisions that meet the needs and desires of target audiences, support their company brand, compete effectively, and integrate the Internet channel into the overall marketing plan. The class will also cover Web security, ethical and legal considerations, online auctions, and online B2B practices. Further, students will be introduced to metrics and dashboards associated with Web analytics, including best practices in conversions, navigation, and traffic and visitor segmentation online.

### Pre-requisite

- MKTG 3110 (Marketing Concepts), with a grade of “C” or better.

### Credit Hours

- This is a 3 credit hour course.

### Suggested Required Textbooks

- Kenneth C. Laudon & Carol Guercio Traver (2011) *E-Commerce: Business. Technology. Society.* 7th Ed Prentice

### Course Outline

Week	Topic
1 & 2	Introduction to internet marketing
3	Technology infrastructure for E-commerce
4	Changing properties of the internet
5	Historical development of Internet I
6	Internet II: steps to build a commercial website
7	Internet security and payment systems
8	Online consumer behavior
9	Online advertising
10	Online legal and ethical considerations
11	Real world e-commerce examples
12	Online auctions
13	Online B2B e-commerce
14	Web analytics: Traffic and visitor segmentation
15	Web analytics: Conversion rate best practices, navigation, KPIs
16	Web analytics: Dashboards
17	Group project presentations

## MKTG 3250: Marketing Strategy Consultancy

### Course Description

Integration of all marketing elements in a strategic planning framework. Emphasis on areas of strategic importance, especially those which have significant implications and relevance for marketing policy decisions in competitive situations. Students will be involved in addressing a marketing strategy issue with an actual client. As the capstone course for Marketing majors, the primary goals of this course are to prepare you to think strategically as a marketing professional and to be able to write an effective marketing plan through (1) Class discussion of topics, questions, and strategic issues; (2) Oral presentations to an actual client; and (3) Development of a Marketing Plan for the client. Teams of 4 to 5 students will compete in the development of an actual marketing plan for a real client with a real issue. As the capstone course, Marketing Strategy Consultancy has been developed to present you with a real-world problem for you to demonstrate your capabilities as a marketing student and your potential as a marketing professional.

### Pre-requisites

ALL of the following must be met:

- Marketing 3110 (Marketing Concepts) with a grade of "C" or better
- Completion of at least three "marketing" or "marketing analytics" elective courses
- Senior standing
- Marketing major

### Credit Hours

- This is a 3 credit hour course.

### Suggested Required Textbook

- *Marketing Strategy*, 5<sup>th</sup> ed. by OC Ferrell and Michael D. Hartline, SOUTH-WESTERN Cengage Learning, 2011.

### Course Outline

Week	Topic
1	Introduction/Marketing Strategy
2	Situational Analysis – External Environment/ Situational Analysis – Competitor Analysis
3	Marketing Ethics
4	External Environmental Analysis Presentations
5	Competitive Advantage/ Competitor Analysis Presentations
6	Customer Satisfaction Product/Positioning Strategies
7	Internal Environmental Analysis Presentations
8	Pricing/Distribution Strategies IMC
9	Target Market and Marketing Strategy Presentations
10	Writing an Executive Summary 1

	Writing an Executive Summary 2
11	Marketing Tactics and Timelines Presentation
12	Financial Implications and Controls Presentation
13	Marketing Plan Presentations Formal Practice
14	Marketing Plan Presentations Formal Practice
15	Marketing Plan Presentations Round 2 Marketing Plans and Slides Due for those not progressing to round 2
16	Marketing Plan Presentations Round 3 Marketing Plans and Slides Due for all others

### **G3. COMPLETE, REVISED CATALOG COPY AND COURSE DESCRIPTIONS**

#### **MARKETING**

A program of study in the Department of Marketing leads to a Bachelor of Science in Business Administration (B.S.B.A.) degree with a major in Marketing. This major offers a curriculum suitable for students who are (1) planning to operate their own businesses and want to know how to utilize marketing, (2) preparing for positions in small to large organizations where specialized skills in marketing are required, and (3) seeking a strong marketing background at the undergraduate level prior to undertaking graduate work.

The study of marketing provides students with an opportunity to prepare for careers including marketing management, product management, sales, advertising and promotions management, online marketing, marketing research, retailing, and international marketing. The Department of Marketing offers two different “concentrations” for marketing majors: a general “Marketing” concentration, and the “Marketing Analytics” concentration. The former concentration is designed for students with an interest in “strategic and behavioral” marketing, while the latter concentration is designed for students with an interest in “quantitative” marketing.

#### **B.S. B.A. IN BUSINESS ADMINISTRATION WITH A MAJOR IN MARKETING**

To be accepted into the Marketing major and to progress into the upper division of the College, a student must meet the Progression Requirements as previously stated in the Pre-Accounting, Pre-Business and Pre-Economics section. The B.S. in Business Administration (B.S.B.A.) degree requires a minimum of 120 total credit hours. The Marketing major requires a minimum of 45 credit hours. These include 27 credit hours of Core course requirements and 18 credit hours of Major course requirements. Students must complete the General Education Requirements of the University and the Progression (24 credit hours), Core (27 credit hours), and Major (18 credit hours) requirements of the Belk College of Business.

The following Core, Major, and Major Elective Courses are required. The number of credit hours for each course is also specified below in brackets. Students may attempt each of the Progression, Core, and Major Courses two times.

#### **CORE COURSES (27 credit hours)**

- BLAW 3150: Business Law I (3)
- COMM 3160: Business Communications (3)
- ECON 3125: Managerial Economics (3)
- FINN 3120: Financial Management (3)
- INFO 3130: Management Information Systems (3)
- MGMT 3140: Management and Organizational Behavior (3)
- MGMT 3280: Business Policy (3)
- MKTG 3110: Marketing Concepts (3)
- OPER 3100: Operations Management (3)

#### **MAJOR COURSES (3 credit hours)**



The Department of Marketing offers two different “concentrations” for marketing majors:

1. **“Marketing”**
2. **“Marketing Analytics”**

The former concentration is designed for students with an interest in “strategic and behavioral” marketing, while the latter concentration is designed for students with an interest in “quantitative” marketing.

**1. MARKETING**

*Students in the “Marketing” concentration are required to take the following capstone course:*

MKTG 3250: Marketing Strategy Consultancy (3)

**2. MARKETING ANALYTICS**

*Students in the “Marketing Analytics” concentration can select one of the following capstone courses:*

MKTG 3250: Marketing Strategy Consultancy (3)

MKTG 3251: Marketing Analytics Consultancy (3)

**MAJOR ELECTIVES (15 credit hours)**

The following is a list of electives for the “Marketing” and “Marketing Analytics”

**1. MARKETING**

*Select five of the following courses:*

- MKTG 3221 Consumer Behavior and Strategy (3)
- MKTG 3222 Marketing Analysis and Decision Making (3)
- MKTG 3223 Creativity and Innovation in Marketing (3)
- MKTG 3224 Branding and Product Strategy (3)
- MKTG 3225 Advertising and Promotion (3)
- MKTG 3226 Sales and Negotiations (3)
- MKTG 3227 Retailing and Logistics Management (3)
- MKTG 3228 Marketing Analytics (3)
- MKTG 3229 Internet Marketing and Analytics (3)
- MKTG 3230 Social Media Marketing (3)
- MKTG 3231 Global Marketing Management (3)
- MKTG 3232 Sports Marketing (3)
- MKTG 3400 Marketing Internship (3)
- MKTG 3000 Topics in Marketing (3)
- MKTG 3800 Directed Study (1-3)

## 2. MARKETING ANALYTICS

Select three of the following courses:

MKTG 3222	Marketing Analysis and Decision Making (3)
MKTG 3228	Marketing Analytics (3)
MKTG 3229	Internet Marketing and Analytics (3)
INFO 3233	Data and Information Management (3)
INFO 3236	Business Analytics (3)
MKTG 3234	Customer Data Mining and Marketing Metrics (3)

Select two of the following courses:

MKTG 3221	Consumer Behavior and Strategy (3)
MKTG 3225	Advertising and Promotion (3)
MKTG 3223	Creativity and Innovation in Marketing (3)
MKTG 3230	Social Media Marketing (3)
MKTG 3224	Branding and Product Strategy (3)
MKTG 3227	Retailing and Logistics Management (3)
MKTG 3226	Sales and Negotiations (3)
MKTG 3231	Global Marketing Management (3)
MKTG 3232	Sports Marketing (3)
MKTG 3400	Marketing Internship (3)
MKTG 3000	Topics in Marketing (3)
MKTG 3800	Directed Study (1-3)

### OPTIONAL SUPPORTING COURSES

The following courses are optional, and offered to support students in the marketing major. The credit hours for each course are listed below, and are not applied towards the major in marketing.

MKTG 2210	Marketing Careers (2)
MKTG 3260	AMA Professional Marketing Certification (1)

To obtain a B.S.B.A. in Marketing, a student must meet the University requirements of a GPA of at least 2.0 overall and in the courses for the major. Students must earn a minimum grade of C in all Progression, Core, and Major Courses. When a student repeats a course, both the old grade and the new grade are included in the major and overall GPA. Courses repeated under the Grade Replacement Policy are excluded from the major and overall GPA computation. However, this repeated course does count as an attempt. Students must also meet the Belk College of Business residency requirements as described in the Undergraduate Programs section.

## **MARKETING INTERNSHIP**

Because the Department of Marketing is committed to experiential learning, it provides for Marketing majors to use one internship for academic credit. A proposal must be submitted and approved by the Department of Marketing Internship Coordinator prior to starting the internship. A minimum of MKTG 3110 (Marketing Concepts) with a C or above, an overall GPA of at least 2.5, and completion of at least two Marketing Electives are required. The student may not have a current or prior work history with the internship company.

## MARKETING COURSE DESCRIPTIONS

**MKTG 2210. Marketing Careers. (2)** No prerequisites. Open to any major. An overview course for undergraduate students, Marketing Careers is designed to expose students to the “Real World” of marketing and the vast career options available. Through executive speakers, panel presentations, and readings, students will explore the incredibly diverse and exciting world of marketing. Recommended for the sophomore year as the student investigates majors.

**MKTG 3000. Topics in Marketing. (3)** Prerequisite: MKTG 3110 with a grade of C or above, or permission of the department chair. Topics from the area of marketing. May be repeated for credit as topics vary. *(On demand)*

**MKTG 3110. Marketing Concepts. (3)** Prerequisites: ACCT 2121, ACCT 2122, ECON 1201, ECON 1202, INFO 2130, MATH 1120, and STAT 1220 with grades of C or above; Junior standing. Designed to acquaint the student with the marketing concept, various aspects of the marketing-external environment interface, and interrelatedness with other functional areas. Provides marketing majors with a foundation for further study, while offering non-marketing majors a survey of marketing's function in business organizations. *(Fall, Spring, Summer)*

**MKTG 3221. Consumer Behavior and Strategy. (3)** Prerequisite: MKTG 3110 with a grade of C or above. Examination of consumer decision-making processes in the purchase, usage and disposal of goods, services and ideas. Emphasis on understanding consumption-related behaviors and the development and evaluation of marketing strategies intended to influence those behaviors. Particular focus on managing changes in consumption behavior. *(Fall, Spring)*

**MKTG 3222. Marketing Analysis and Decision Making. (3)** Prerequisites: MKTG 3110 with a grade of C or above, STAT 1220. An applications course that covers the entire research process including problem identification, secondary and primary data collection, scaling techniques, survey questionnaire design, reliability and validity, experimental design, sampling, data analysis, and data communication. *(Fall, Spring)*

**MKTG 3223. Creativity and Innovation in Marketing. (3)** Prerequisites: MKTG 3110 with a grade of C or above. In an increasingly competitive global environment, successful marketing organizations have embraced creativity and innovation to enhance strategic adaptability. Continuously developing new products, services, business models and strategies enhances competitive advantage. This course begins with creativity as the starting point for innovation, exploring ways to enhance individual, team and organizational creativity as it pertains to marketing decisions and strategies. Students engage in exercises and a project that concretize the creativity and innovation process in marketing activities. *(Spring)*

**MKTG 3224. Branding and Product Strategy. (3)** Prerequisites: MKTG 3110 with a grade of C or above. Emphasis on branding, brand management, and brand equity. Covers measurement of

brand equity sources and outcomes. Particular focus on designing brand strategies, introducing and naming new products and extensions, and the new product development process. *(Fall)*

**MKTG 3225. Advertising and Promotion. (3)** Prerequisites: MKTG 3110 with a grade of C or above. Covers all areas of marketing promotion, including such topics as advertising, media selection, packaging and sales promotion. Offers basic skills and techniques to allow the student to enter careers in advertising or media. *(Fall, Spring)*

**MKTG 3226. Sales and Negotiations. (3)** Prerequisite: MKTG 3110 with a grade of C or above. An overview of skills and knowledge involved in individual selling and management of sales programs. Emphasis on sales and sales management theories and their applications. Emphasis on both buyer and seller negotiation techniques. *(Spring)*

**MKTG 3227. Retailing and Logistics Management. (3)** Prerequisite: MKTG 3110 with a grade of C or above. Examination of the professional management of retail institutions and logistics from the perspective of a professional manager and an entrepreneur. In terms of retailing content this course includes a topical analysis of the retail mix; trade and site analysis; merchandise selection and display; services; store layout; promotional, pricing, and financial policies. In terms of logistics content this course includes ways to plan and manage supply chains, transportation, and distribution of goods and services. *(Fall, Spring)*

**MKTG 3228. Marketing Analytics. (3)** Prerequisites: MKTG 3110 with a grade of C or above. Emphasis on analyzing interactions of consumers, firms, and society. Focus on interpreting results. Particular emphasis on analyzing data related to market response, customer segmentation, customer targeting, brand positioning, and pricing and promotion decisions. *(Fall)*

**MKTG 3229. Internet Marketing and Analytics. (3)** Prerequisites: MKTG 3110 with a grade of C or above, Emphasis on developing successful Internet marketing strategy based on quantitative and qualitative analysis of customer, competitors and channel members. Incorporates online and offline communication media and hands-on experience with Internet applications. *(Spring)*

**MKTG 3230. Social Media Marketing. (3)** Prerequisites: MKTG 3110 with a grade of C or above. Emphasis on using social media for marketing purposes. Particular focus on key performance indicators, campaign creation, social marketing program optimization, and web analytics related to social media. *(Spring)*

**MKTG 3231. Global Marketing Management. (3)** Prerequisite: MKTG 3110 with a grade of C or above. Emphasis on the assessment of global market opportunities, development of global market strategies, and implementation of global market plans. Topics include: the examination of cultural, social, legal, political, financial, and geographical environments. The marketing mix elements are studied in the global environment. *(Fall, Spring)*

**MKTG 3232. Sports Marketing. (3)** Prerequisite: MKTG 3110 with a grade of C or above. Covers strategies necessary for success in marketing sports events, products and services. Builds knowledge, skills, and practical understanding of the nature, contexts and dynamics of sports marketing. Critical exploration of sports product, pricing, promotion, and distribution, and the strategies available to sports and sports-related businesses. *(Fall)*

**MKTG 3234. Customer Data Mining and Marketing Metrics. (3)** Prerequisites: MKTG 3110 with a grade of C or above. Emphasis on techniques to identify new marketing opportunities and better connect with customers. Particular emphasis on the analysis of databases and use of marketing dashboards and scorecards. Topics include text and Web mining, market basket analysis, and profiling and predictive modeling. *(On demand)*

**MKTG 3250. Marketing Strategy Consultancy. (3)** Prerequisites: MKTG 3110 with a grade of C or above, completion of at least three marketing elective courses, and Senior standing. Integration of all marketing elements in a strategic planning framework. Emphasis on areas of strategic importance, especially those which have significant implications and relevance for marketing policy decisions in competitive situations. *(Fall, Spring, Summer)*

**MKTG 3251. Marketing Analytics Consultancy. (3)** Prerequisites: MKTG 3110 with a grade of C or above, completion of at least three marketing elective courses in the marketing analytics track, and Senior standing. Integration of all marketing elements in a strategic planning framework. Emphasis on areas of strategic importance, especially those which have significant implications and relevance for marketing policy decisions in competitive situations. *(Spring)*

**MKTG 3260. AMA Professional Marketing Certification. (1)** (Pre-requisites: completed undergraduate degree and four years of professional experience; additional course fee of \$535 for American Marketing Association application and examination fee). This course will prepare students to take the AMA Professional Certified Marketer (PCM) Examination. This course is designed around the topics covered on the PCM exam. Topics to be reviewed for the exam include: legal/ethical issues; information management; assessment and planning of the strategic marketing process; and marketing evaluation.

**MKTG 3400. Marketing Internship. (3)** Prerequisites: Junior and Senior marketing majors in good standing, with the completion of MKTG 3110 with a grade of C or above, plus two Marketing electives; permission of the Department of Marketing Internship Coordinator. Provides a meaningful work experience in an area of marketing. Requires 150 hours of supervised employment - 50 hours per credit hour. Internship proposals can be initiated by the student or by the department internship coordinator. Students should consult the department internship coordinator well in advance of registration to discuss availability of positions. Proposal forms must be completed and approved prior to registration. *Graded on a Pass/No Credit basis.* Cannot be repeated for credit or taken for credit at the same time or following any other internship for credit. *(Fall, Spring, Summer)*

**MKTG 3500. Cooperative Education and 49ership Experience. (0)** Enrollment in this course is required for the department's cooperative education and 49ership/service 49ship students during each semester they are working in a position. This course is restricted to majors in the department of Marketing. Acceptance into the Experiential Learning Program by the University Career Center is required. Participating students pay a course registration fee for transcript notation (49ership and co-op) and receive full-time student status (co-op only). Assignments must be arranged and approved in advance. Course may be repeated. Graded on a Satisfactory/Unsatisfactory basis. Only open to undergraduate students; Graduate level students are encouraged to contact their academic departments to inquire about academic or industrial internship options for credit. For more information, contact the University Career Center. (Fall, Spring, Summer)

**MKTG 3800. Directed Study. (1-3)** Prerequisites: Permission of the department and Junior standing. Enrollment granted only by permission of the faculty with whom the work will be performed. The student's work assignments will be designed by the student and faculty member who will oversee the project of study. The credit hours will be determined prior to enrollment and will be based on the particular project undertaken. The proposal must be approved by the department chair. (*On demand*)

## **COURSES FROM OTHER DEPARTMENTS COUNTING TOWARD THE B.S.B.A IN MARKETING**

**INFO 3233. Data and Information Management. (3)** Prerequisites: INFO 3130 with a grade of C or above; and Junior standing or permission of the department. A study of the effective management and utilization of organizational data resources in order to design and implement database management systems (DBMS) for business applications. Exploration of basic concepts of database systems and use of the computer to build and manipulate corporate databases. *(Fall, Spring)*

**INFO 3236. Business Analytics. (3)** Prerequisites: INFO 3233 and OPER 3100 with grades of C or above. A study of the application of the computer to middle and upper-level management processes to provide computer skills needed to implement such applications. Reading, discussion, and hands-on computer projects. *(On demand)*

**MGMT 3280. Business Policy. (3)** Prerequisites: Senior standing; BLAW 3150, COMM 3160, ECON 3125, FINN 3120, INFO 3130, MGMT 3140, MKTG 3110, and OPER 3100. (Accounting majors are required to take BLAW 3150, COMM 3160, FINN 3120, INFO 3130, MGMT 3140, MKTG 3110, and OPER 3100 and earn a grade of C or above.) Concerns the role of top management of the firm in integrating internal functions and environmental forces. Emphasis on defining economic, technological, ethical, political and social factors affecting the firm and their consideration in setting goals and operating policies. *(Fall, Spring, Summer) (Evenings)*



#### **G4. CONSULTATION ON LIBRARY HOLDINGS**

Please find, on this and the following pages, documentation related to the consultation on library holdings for each new course proposal. Please note that since the library consultation, the course number for one proposed new course, "Marketing Analytics" has been changed from MKTG 3222 to MKTG 3228. The content remains the same.

**From:** Kim Wu, Somaly

**Sent:** Wednesday, April 04, 2012 8:08 AM

**To:** Erevelles, Sunil; Bodkin, Charles

**Subject:** RE: Library Consultation for new course proposals: All new courses with Course Numbers

I'm attaching an electronic copy of the library consultation form for each course proposed. A print copy will be sent via campus mail.

Let me know if you have any questions.

Somaly Kim Wu | Business & Web Services Librarian  
UNC Charlotte | 252 Atkins Library  
9201 University City Blvd. | Charlotte, NC 28223  
Phone: 704-687-3232 | <http://library.uncc.edu>



UNC CHARLOTTE  
J. Murrey Atkins Library

Consultation on Library Holdings

To: Dr. Sunil Erevelles

From: Somaly Kim Wu

Date: April 4, 2012

Subject: MKTG 3222: Marketing Analytics

Summary of Librarian's Evaluation of Holdings:

Evaluator: Somaly Kim Wu Date: April 4, 2012

Please Check One:

- Holdings are superior \_\_\_\_\_
- Holdings are adequate   x
- Holdings are adequate only if Dept. purchases additional items. \_\_\_\_\_
- Holdings are inadequate \_\_\_\_\_

Comments:

Library holdings are adequate for a course on "Marketing Analytics." A search of the catalog using the terms "market segmentation" and/or "marketing mix" yielded over 100 titles. Other relevant titles are available covering such topics as 4P's, and marketing models.

To supplement the print holdings the library also has access to a number of full-text electronic resources including Business Source Complete, Lexis Nexis, and Mintel Oxygen.

The library has subscriptions to several print and electronic journals in this subject area. These include the Harvard Business Review, Journal of Marketing, Journal of Marketing Research, and Marketing Science.

Overall, Atkins Library has adequate resources to support the proposed course. Journal articles and books that are not held by the library can be obtained through Interlibrary Loan. I would suggest buying monographs as funds permit to keep the collection current. Otherwise, the collection is adequate.

*Somaly Kim Wu*  
Evaluator's Signature

April 4, 2012  
Date

Revised 10/29/08  
OAA jdp



UNC CHARLOTTE  
J. Murrey Atkins Library

Consultation on Library Holdings

To: Dr. Sunil Erevelles

From: Somaly Kim Wu

Date: April 4, 2012

Subject: MKTG 3223: Creativity and Innovation in Marketing

Summary of Librarian's Evaluation of Holdings:

Evaluator: Somaly Kim Wu Date: April 4, 2012

Please Check One:

- Holdings are superior
- Holdings are adequate
- Holdings are adequate only if Dept. purchases additional items.
- Holdings are inadequate

Comments:

Library holdings are adequate for a course on "Creativity and Innovation in Marketing." The library's print collection covers a variety of marketing topics such as value chain analysis, marketing innovation, diffusion of innovation and much more. To supplement the print holdings the library also has access to a number of full-text electronic resources including Mintel Oxygen, Business Source Complete, and Hoover's Online.

The library has subscriptions to several print and electronic journals in this subject area. These include the Journal of Marketing, Journal of Marketing Research, Marketing Science and many more.

Overall, Atkins Library has adequate resources to support the proposed course. Journal articles and books that are not held by the library can be obtained through Interlibrary Loan. I would suggest buying monographs as funds permit to keep the collection current. Otherwise, the collection is adequate.

  
Evaluator's Signature

April 4, 2012  
Date



UNC CHARLOTTE  
J. Murrey Atkins Library

Consultation on Library Holdings

To: Dr. Sunil Erevelles

From: Somaly Kim Wu

Date: April 4, 2012

Subject: MKTG 3224: Branding and Product Strategy

Summary of Librarian's Evaluation of Holdings:

Evaluator: Somaly Kim Wu Date: April 4, 2012

Please Check One:

- Holdings are superior
- Holdings are adequate
- Holdings are adequate only if Dept. purchases additional items.
- Holdings are inadequate

Comments:

Library holdings are superior for a course on "Branding and Product Strategy." A search of the catalog using the terms "brand\*" and/or "product development" yielded over 1200 titles.

To supplement the print holdings the library also has access to a number of full-text electronic resources including Business Source Complete, IBISWorld Industry Market Research, and Mintel Oxygen.

The library has subscriptions to several print and electronic journals in this subject area. These include the Harvard Business Review, Journal of Advertising, the Journal of Marketing, and many more.

Overall, Atkins Library has superior resources to support the proposed course. Journal articles and books that are not held by the library can be obtained through Interlibrary Loan. I would suggest buying monographs as funds permit to keep the collection current.

  
Evaluator's Signature

April 4, 2012  
Date

Revised 10/29/08  
OAA jdp





UNC CHARLOTTE  
J. Murrey Atkins Library

Consultation on Library Holdings

To: Dr. Sunil Erevelles

From: Somaly Kim Wu

Date: April 4, 2012

Subject: MKTG 3230: Social Media Marketing

Summary of Librarian's Evaluation of Holdings:

Evaluator: Somaly Kim Wu Date: April 4, 2012

Please Check One:

- Holdings are superior \_\_\_\_\_
- Holdings are adequate   x
- Holdings are adequate only if Dept. purchases additional items. \_\_\_\_\_
- Holdings are inadequate \_\_\_\_\_

Comments:

Library holdings are adequate for a course on "Social Media Marketing." The library's print collection covers a variety of topics relating to social media and marketing. A search of the catalog using the terms "social media" yielded over 100 titles. This topic is heavily covered in online databases such as Mintel Oxygen.

To supplement the print holdings the library also has access to a number of full-text electronic resources including Business Source Complete, LexisNexis, Mintel Oxygen, and Datamonitor360.

The library has subscriptions to several print and electronic journals in this subject area. These include the Harvard Business Review, Journal of Marketing, Journal of Marketing Research, and Marketing Science.

Overall, Atkins Library has adequate resources to support the proposed course. Journal articles and books that are not held by the library can be obtained through Interlibrary Loan. I would suggest buying monographs as funds permit to keep the collection current. Otherwise, the collection is adequate.

  
Evaluator's Signature

April 4, 2012  
Date

Revised 10/29/08  
OAA jdp



UNC CHARLOTTE  
J. Murrey Atkins Library

Consultation on Library Holdings

To: Dr. Sunil Erevelles

From: Somaly Kim Wu

Date: April 4, 2012

Subject: MKTG 3234: Data Mining and Marketing Metrics

Summary of Librarian's Evaluation of Holdings:

Evaluator: Somaly Kim Wu Date: April 4, 2012

Please Check One:

- Holdings are superior
- Holdings are adequate
- Holdings are adequate only if Dept. purchases additional items.
- Holdings are inadequate

Comments:

Library holdings are adequate for a course on "Data Mining and Marketing Metrics." A search of the catalog using the terms "data mining" resulted in 368 titles. Another search using "consumer behavior" yielded over 600 titles.

To supplement the print holdings the library also has access to a number of full-text electronic resources including Business Source Complete, Datamonitor360, Mintel Oxygen, Mergent and many others.

The library has subscriptions to several print and electronic journals in this subject area. These include the Harvard Business Review, Journal of Marketing, Journal of Marketing Research, and Marketing Science.

Overall, Atkins Library has adequate resources to support the proposed course. Journal articles and books that are not held by the library can be obtained through Interlibrary Loan. I would suggest buying monographs as funds permit to keep the collection current. Otherwise, the collection is adequate.

  
\_\_\_\_\_  
Evaluator's Signature

April 4, 2012  
\_\_\_\_\_  
Date

Revised 10/29/08  
OAA jdp



UNC CHARLOTTE  
J. Murrey Atkins Library

Consultation on Library Holdings

To: Dr. Sunil Erevelles

From: Somaly Kim Wu

Date: April 4, 2012

Subject: MKTG 3251: Marketing Analytics Consultancy

Summary of Librarian's Evaluation of Holdings:

Evaluator: Somaly Kim Wu Date: April 4, 2012

Please Check One:

- Holdings are superior \_\_\_\_\_
- Holdings are adequate   x
- Holdings are adequate only if Dept. purchases additional items. \_\_\_\_\_
- Holdings are inadequate \_\_\_\_\_

Comments:

Library holdings are adequate for a course on "Marketing Analytics Consultancy." The library's print collection covers a variety of topics in marketing strategies. A search of the catalog using the terms "market\* AND strateg\*" yielded over 2500 titles. Other relevant titles are available covering such topics as 4P's, and competitive advantage. To supplement the print holdings the library also has access to a number of full-text electronic resources including Business Source Complete, Mergent Online, and Mintel Oxygen.

The library has subscriptions to several print and electronic journals in this subject area. These include the Harvard Business Review, Journal of Marketing, Journal of Marketing Research, and Marketing Science.

Overall, Atkins Library has adequate resources to support the proposed course. Journal articles and books that are not held by the library can be obtained through Interlibrary Loan. I would suggest buying monographs as funds permit to keep the collection current. Otherwise, the collection is adequate.

Evaluator's Signature

April 4, 2012  
Date

Revised 10/29/08  
OAA jdp

**G5. RELEVANT DOCUMENTATION OF CONSULTATION WITH OTHER UNITS**

**From:** Saydam, Gem  
**Sent:** Monday, April 02, 2012 1:38 PM  
**To:** Erevelles, Sunil  
**Subject:** RE: New Marketing Curriculum/ INFO 3233

Dear Sunil,

BISOM Department fully supports the inclusion of INFO 3233 course as one of the electives in the marketing analytics track.

Best wishes,

Cem

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Cem Saydam, Ph.D. | Chair | Professor of Operations Management  
UNC Charlotte | Dept. of BIS and Operations Management  
9201 Univ City Blvd. | Charlotte | NC 28223  
Phone: 704-687-7616 | Fax: 704-687-6330  
saydam@uncc.edu | <http://www.uncc.edu>  
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**From:** Saydam, Gem  
**Sent:** Friday, April 20, 2012 3:01 PM  
**To:** Erevelles, Sunil  
**Cc:** Saydam, Gem  
**Subject:** INFO 3236

Dear Sunil,

BISOM Department fully supports the inclusion of INFO 3236 course as one of the electives in the marketing analytics track.

Best wishes,

Cem

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Cem Saydam, Ph.D. | Chair | Professor of Operations Management  
UNC Charlotte | Dept. of BIS and Operations Management  
9201 Univ City Blvd. | Charlotte | NC 28223  
Phone: 704-687-7616 | Fax: 704-687-6330  
saydam@uncc.edu | <http://www.uncc.edu>  
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