Faculty Committee on Graduate and Continuing Education

Proposal for a New Graduate Course

Department: Marketing and Supply Chain Management
Graduate Program: Master of Business Administration

Course Number & Title: MBAD521 Consumer Marketing Strategy
Total hours/week: 42 hours / 7 hours per week for 6 weeks
Number of Credits: Lectures: 3 Lab: 

Will this course be cross-listed with an undergraduate or other graduate course? YES XXX NO
If yes, please attach to this proposal a Permission to Cross-List a Graduate Course form.
Course will first be offered: Fall 2010

Catalog description (Please limit to 50 words):
This course provides the foundations for understanding, developing, and implementing consumer marketing strategies in the modern marketplace. Through readings, cases, and applications, students will learn about consumer behavior and decision making; understand how to influence consumers through communications, product, and brand strategies; incorporate issues of diversity into marketing strategy; etc.

Prerequisites (or other restrictions)
MBAD 525 Marketing Management

Rationale/justification for course (consider the following issues):
a. What are the goals and objectives of the course?
The purpose of this course is to provide functional depth to MBA students wishing to focus on Marketing.

b. How does the course support the mission statement of the department and the organizing principles of the graduate program?
This course supports the mission statement of the School of Business and Department of Marketing and Supply Chain Management by creating and facilitating an educational experience for our MBA students that offers them the knowledge and skills necessary to be lifelong learners and managers in the global economy.

If more space is needed for any section, please attach additional sheets to this form.

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This course supports the following School of Business organizing principles and MBA program learning goals:

- **Innovative Learning:** Students will take responsibility for their own and their peers’ learning experience by selecting readings, developing course content, and sharing with each other current trends in consumer marketing.
- **Global Awareness:** Students will recognize and examine the global implications of business decisions utilizing relevant marketing knowledge.

**Are other departments affected by this course?** □ YES  XXX NO

(Please attach letters of support from the chairs of each department indicating the Department has discussed and supports the proposal.)

**Is this course part of a joint program?** □ YES  XXX NO  If yes, at what institution?

**Method of teaching:**

*Lecture, discussion, cases*

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Expected changes

a. Address potential enrollment pattern shifts in the Department or University-wide as it relates to the offering of this course.
   None

b. Address potential shifts in staffing of the departments as it relates to the offering of this course.
   None: This course will be taught in-load by existing marketing faculty

Requirements for additional resources made necessary by this course. (Note: course requiring additional resources will need special justification.)

a. Staff
   None

b. Budget
   None

c. Library
   None

Attach course syllabus, reading list, or any additional documentation that can help the committee evaluate this proposal. A syllabus is mandatory.

Signature of Program Director: ____________________________ Date: 12/1/09

Signature of Department Chair: ____________________________ Date: 12/1/09

Additional Chair’s Signature*: ____________________________ Date: 12/1/09

Signature of Schools’ Dean: ____________________________ Date: 12/7/2009

Additional Schools’ Dean Signature*: ____________________________ Date: 12/7/2009

Signature of the Provost: ____________________________ Date: 12/7/2009

Signature of Budget Director**: ____________________________ Date:

*For interdisciplinary courses.  **Business Affairs Office

Return form to the Graduate School Office for Further Processing

Signature of Chair of the Faculty Committee on Graduate and Continuing Education

_____________________________ Date: 12/9/09

Signature of Chair of Grad Council: ____________________________ Date: 12/18/09

Signature of the Faculty Secretary: ____________________________ Date:

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COURSE SYLLABUS
MBAD521 Consumer Marketing Strategy

Date, Time, Location

Instructor
Office ~ Office Hours
Phone ~ Email

Course Overview

This course provides the foundations for understanding, developing, and implementing consumer marketing strategies in the modern marketplace. Through readings, cases, and applications, students will learn about consumer behavior and decision making; understand how to influence consumers through communications, product, and brand strategies; incorporate issues of diversity into marketing strategy; etc. The objectives of this course are:

1. To gain factual knowledge (terminology, methods, trends, and concepts) relevant to marketing goods and services to end consumers; and

2. To integrated this knowledge and apply it to new marketing situations.

This course satisfies the following School of Business learning goals:

- Innovative Learning: Students will take responsibility for their own and their peers' learning experience by selecting readings, developing course content, and sharing with each other current trends in consumer marketing.

- Global Awareness: Students will recognize and examine the global implications of business decisions utilizing relevant marketing knowledge.

Required Reading

Selected chapters from:


If more space is needed for any section, please attach additional sheets to this form.

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Course Prerequisites

Marketing Management

Deliverables

The following deliverables will be used to calculate your final grade for the course.

Exams: There will be two individual, non-cumulative, open note, open book take home exams. Each exam will include content covered since the previous exam, including material from the readings (whether discussed in class or not) and material discussed in class (whether found in the readings or not). These exams will be due on the dates listed in the Schedule of Classes below.

Thought Papers: You will prepare a double spaced two page thought paper that a) reflects knowledge of the readings and b) applies this knowledge to observations, an outside reading, or your experiences in marketing. Graded on a check (85%)/check+ (95%)/check- (75%) basis, your grade on this deliverable will be the average of your top six out of seven papers.

Student Presentation: In a group, you will prepare a one hour presentation and class discussion for a specific topic in the Schedule of Classes below. You will select and assign readings to your fellow students (at least 30 pages, equivalent to one or two text chapters or articles) and develop two questions for possible inclusion on the take home exams.

Grading

At the end of the course, I will average the percentages for all your deliverables per the weights shown above. Then, I will assign your final letter grades based on this average per the scale below. There is no rounding.

<table>
<thead>
<tr>
<th>Total Percent</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>90.000 – 100%</td>
<td>A</td>
</tr>
<tr>
<td>85.000 – 89.999%</td>
<td>B+</td>
</tr>
<tr>
<td>80.000 – 84.999%</td>
<td>B</td>
</tr>
<tr>
<td>75.000 – 79.999%</td>
<td>C+</td>
</tr>
<tr>
<td>70.000 – 74.999%</td>
<td>C</td>
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<tr>
<td>0.000 – 69.999%</td>
<td>F</td>
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<tr>
<td>Incomplete</td>
<td>I</td>
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<tr>
<td>Withdrawal</td>
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<tr>
<td>Academic Dishonesty XF</td>
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</tbody>
</table>

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Special Accommodations

If you have a documented disability and have been approved to receive accommodations through SNAP Services, please let me know as soon as possible. We will arrange a time for you to meet with me to discuss your specific needs.

Honor Code

I have very high regard for the Honor System of the College of Charleston and try to adhere to it scrupulously. I expect you to do the same. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

I will handle incidents where I determine the student’s actions are related more to a misunderstanding than to an honor code violation. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the student and me, will be forwarded to the Dean of Graduate Students and placed in the student’s file.

I will report cases of suspected academic dishonesty to the Dean of Graduate Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration – working together without permission – is a form of cheating. Unless I specify that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information stored on a cell phone), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from me.

You can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/generaldocuments/handbook.pdf.
SCHEDULE OF CLASSES

Module 1: Behavioral Foundations

Meeting 1  Cognition, affect, and memory; Attitude models
Readings: CB Chapters 3, 4, 6
Due: Thought paper

Meeting 2  Identity and self; Social Influences
Readings: CB Chapters 5, 11
Due: Thought paper

Meeting 3  Decision Making Processes and Biases
Readings: CB Chapter 9
Due: Student Presentations

Module 2: Communications Strategies

Meeting 1  Message Strategies
Readings: IMC 5, 6, 7
Due: Thought paper

Meeting 2  Media Strategies
Readings: IMC 8, 9, 10
Due: Thought paper

Meeting 3  Finish Communications Discussion

If more space is needed for any section, please attach additional sheets to this form.

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Module 3:  Brand Management

Meeting 1  Brand Positioning and Values
Readings:  SBM 1, 2, 3
Due:  Exam I

Meeting 2  Brand Marketing Programs
Readings:  SBM 4, 5, 6
Due:  Thought paper

Meeting 3  Finish Brand Discussion
Due:  Student Presentations

Module 4:  Global and Diversity Issues

Meeting 1  Multicultural Marketing
Readings:  MM 1-5
Due:  Thought paper

Meeting 2  International Consumer Behavior
Readings:  GMM 4-8
Due:  Thought paper

Meeting 3  Finish Diversity Discussion
Due:  Student Presentations, Exam II

If more space is needed for any section, please attach additional sheets to this form.

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