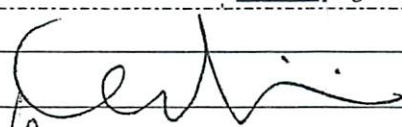

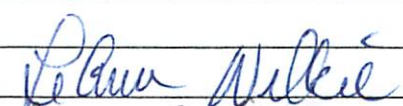



LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No. ^{20b.} 07-33c.	UWUCC Action-Date: App-3/18/08	Senate Action Date:
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Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Framarz Byramjee	Email Address framarz.byramjee@iup.edu
Proposing Department/Unit Marketing / Eberly College of Business	Phone (724)357-1364

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) <input type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input checked="" type="checkbox"/> Course Revision (Amnesty) <input type="checkbox"/> Course Number and/or Title Change <input type="checkbox"/> Catalog Description Change	
MKTG 422 Seminar in Marketing	
<i>Current Course prefix, number and full title</i>	<i>Proposed course prefix, number and full title, if changing</i>
2. Additional Course Designations: check if appropriate <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.	
3. Program Proposals <input type="checkbox"/> New Degree Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Program Revision <input type="checkbox"/> New Minor Program <input type="checkbox"/> New Track	
<i>Current program name</i>	<i>Proposed program name, if changing</i>
4. Approvals	
Department Curriculum Committee Chair(s)	 Date: 24 Sep 07
Department Chair(s)	 Date: 9/24/07
College Curriculum Committee Chair	 Date: 10-4-07
College Dean	 Date: 10/12/07
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	

* where applicable

Received

DEC 14 2007

Liberal Studies

Catalog Description:

MKTG 422 Seminar in Marketing

3c-01-3cr

(3 class-hours, 0 lab-hours, 3 credits)

Prerequisites: MKTG 420 and 421, graduating senior.

A terminal course designed for majors in marketing; considers current literature in the field, case problems pertaining to the total marketing effort, and current problems of actual companies.

Course Outcomes:

Marketing Strategy deals with making effective decisions in solving strategic and tactical marketing problems. The decision-making process includes developing, evaluating and choosing among alternative courses of action to solve a problem or achieve a goal.

- As a result of the training incorporated through this senior level course, students will attempt to develop marketing and business management skills which may be applied to any professional environment.
- Students will be able to use basic marketing concepts learned in earlier courses to evaluate specific business situations, analyze problems, and produce detailed solutions in the form of marketing and business strategies.
- Students will have an opportunity to integrate and apply previous gained knowledge in the area of marketing, finance, accounting, operations management, mathematics, and statistics to real-world marketing and business situations.
- As a result of this capstone course, students will be able to culminate their pedagogical training into a cohesive structure oriented towards critical analyses and decision-making processes from a strategic marketing perspective.
- Students will be capable of synthesizing aspects of business situations with regard to the underlying factors bearing core relevance to the situation, and their implications on the business and the environment.
- Through the effective and rigorous use of the Case-Analysis method which has gained much impetus in strategy courses, students will be able to these establish very clear and in-depth understanding of the elements and processes involved in these realistic representations of practical scenarios wherein the qualitative and quantitative techniques learnt through topics will be applied.
- Students will be encouraged to demonstrate the ability to enter the profession, having gained the primary skills and tools acquired through text and research readings and case-studies/case-analyses which serve to explain workings of the business system.

Course Outline:

The course schedule and credit hours required for achieving the objectives of this structure are as follows:

- Course Introduction and Syllabus description (1 hour)

- The Role of Marketing as a vital business function (1 hour)
- Foundations of Strategic Marketing Management (2 hours)
- Case-analysis: Toucon Collections, Inc. (1 hour)
- Financial and Quantitative Analyses / Problem-solving (4 hours)
- Decision-making Process in Marketing Strategy (1 hour)
- Market Segmentation and Targeting Strategies (2 hours)
- Case-analysis: Duncan Industries – Market Opportunities in European Union (1 hour)
- Product / Service / Brand Management Strategies (3 hours)
- Case-analysis: Jones Blair Company (2 hours)
- Marketing Communication Strategies (2 hours)
- Case-analysis: Frito-Lay's Dips (2 hours)
- Marketing Channels Management Strategies (2 hours)
- Case-analysis: Peak Garage Door, Inc. (2 hours)
- Pricing Strategies in Marketing Management (2 hours)
- Case-analysis: Skin-Tique Corporation (2 hours)
- Case-Presentations by Teams (4 hours)
- Business-Planning Exercise (3 hours)
- Quantitative Analyses / Problem Solving Exam (2 hours)
- Quizzes (1 hour)
- Theoretical Exam (2 hours)

Evaluation Methods:

This course will involve lectures on the theoretical topic areas and case-analyses relative to theoretical themes and contexts associated therewith. The cases listed in the course schedule above will be analyzed in detail by the Professor. These cases are very

representative of their respective business scenarios, and have been deliberately chosen on account of their detailed quantitative nature.

There will be two exams, based on the material dealt with in class. One exam will be theoretical, comprising of short essay-type questions. The other exam will be quantitative in nature, comprising of problem-solving and financial analyses as dealt with in the course and reflected in the cases. Quizzes will also be held at the end of certain topics; these quizzes will consist of multiple-choice questions.

Detailed case presentations will be done in class by students, in groups of two or three. Each group shall be assigned its respective case well in advance, and is expected to do a professional presentation using MS-PowerPoint. The group shall also submit a detailed case analysis report at the time of their presentation. Each student will also be doing one case analysis assignment individually and submitting its report too. Primer questions will be provided to students before doing their assigned case-analyses; these questions will help to structure their case.

The Business-Planning exercise to be conducted toward the end of the course will synthesize all the marketing functions into a business plan aimed at implementing some creative scenario which shall be decided upon. A written report describing a business plan geared toward some business situation will be submitted by students in groups of two or three.

This course will test students' learning and analytical skills, both as individual and also as effective team-players.

Students' final grades will be determined by the Professor's evaluation of their performance as reflected in the following weighted criteria:

Discussion Participation	10 %
Team Case Analysis Report	25 %
Team Case Presentation	10 %
Case Analysis Assignment Report	15 %
Quizzes	10 %
Theoretical Exam	10 %
Quantitative Exam	10 %
Business Plan	10 %

Grading Scale:

The grading pattern (grades' cut-offs) is as follows:

- 90.00 to 100.00 - A
- 80.00 to 89.99 - B
- 70.00 to 79.99 - C
- 60.00 to 69.99 - D
- Below 60.00 - F

Attendance Policy:

There is no specific attendance policy for this course, as it is being conducted online. However, the rules and regulations pertaining to academic honesty and sincerity in academic conduct, as maintained by the University, apply at all times. Students must adhere to all deadlines for online submissions of reports, and all timings pertaining to quizzes and exams, as instructed by the Professor.

Make-up exams shall not be given to any student, unless in case of an absolute emergency, wherein the student will have to first consult with the Professor.

There shall remain strict enforcement of prerequisite course-completions, and deadlines pertaining to course withdrawal and all other academic policies exercised by the University.

Required Textbook:

Strategic Marketing Problems: Cases and Comments, 11th Edition,
Roger A. Kerin, and Robert A. Peterson,
Prentice Hall, New Jersey.