

Course Material Submission Form

OAN Match Definition Form

Today's Date: 9/27/07

Use this table to specify institutional data

College/University: Northwest State Community College

Name and title of individual submitting on behalf of the college/university

Name: Linda Carr

Title: Chief Learning Officer

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Indicate the reason for this submission:

- ☐ New Course Match
☐ Revised Materials - Faculty review panel requested clarification
☐ Revised Materials - Institution submitting additional information
☒ Revised Materials - Course content revised by institution, including situations of both content and credit hour change
☐ Revised Materials - Other

Describe specific revisions being made for "Revised Materials" submissions:

Pre-requisite of Microeconomics is now required

Institutional Notes to Faculty Panel (the institution is encouraged to add any additional clarifications for this submission):

Table 1 – Use this table to describe the course match for which materials are being submitted for the first time or revised.

Proposed effective year and term of match (Final effective date will depend on actual approval of match by faculty panel. Effective Year and Term is the first term in which students taking the course will receive matching credit.)

Semester institutions complete this row:

2007 Academic Year ☐ Summer ☒ Autumn ☐ Spring

Quarter institutions complete this row:

20 Academic Year ☐ Summer ☐ Autumn ☐ Winter ☐ Spring

Ohio Articulation

OBU006

Number (OAN) (Use a separate form for each OAN.):		
Number of courses in the match:	1 (up to 10)	
Current status of match:	<input type="checkbox"/> First time submission <input type="checkbox"/> Approved <input type="checkbox"/> Submitted <input checked="" type="checkbox"/> Disapproved <input type="checkbox"/> Error <input type="checkbox"/> Resubmitted <input type="checkbox"/> Pending <input type="checkbox"/> Error with enrollment <input type="checkbox"/> Not submitted	
Course or Courses being matched to or currently matched to the OAN listed above. (Course Numbers must be exactly what will appear on a student's transcript.):	Course Number	
	1.	MKT110 Marketing
	2.	
	3.	
	4.	
	5.	
	6.	
	7.	
	8.	
	9.	
10.		

Table 2 - Use this table to submit course materials for the first time or to revise previously submitted course materials. You must submit each course in a separate form, repeating the match definition information in Table 1 above for each form submitted.

Course Number. (Course Numbers must be exactly what will appear on a student's transcript.):		MKT110	Course Title:	Marketing	
Hours (be sure that the hours for this course matches the hours in the OAN.)					
<input checked="" type="checkbox"/> Semester Hours			<input type="checkbox"/> Quarter Hours		
Total Credit Hours	3	Lecture Hours	3	Laboratory Hours (if applicable)	0
Course Placement in Major:			<input checked="" type="checkbox"/> Major Requirement <input type="checkbox"/> Major Elective <input type="checkbox"/> Other		
Pre-Requisite Course work (if applicable) (Be sure this is consistent with the OAN definition): ECO212 Microeconomics					
Catalog/Course Description: Marketing is an introductory course that exposes the student to the "marketing mix" (product, price, promotion, and distribution). Topics include: marketing strategy and customer relationships; the global environment and social and ethical responsibilities; using technology and information to build customer relationships; target markets and customer behavior; product decisions; distribution decisions; promotion decisions; and pricing decisions. The topics are looked at from the profit and nonprofit viewpoint. Global as well as domestic strategies are examined. The student is introduced to the above topics through lecture, textbook readings,					

electronic media presentations, classroom discussions, and a team marketing project. A course in Microeconomics is a prerequisite.

Texts/Outside Readings/Ancillary Materials (Be sure that the text meets performance expectations):

Marketing, by Pride/Ferrell, 13th Edition

Course Objectives and/or Plan of Work:

(Provide a clear indication of how the course objectives align with the matched OAN's learning outcomes. This will facilitate the faculty panel course review process.)

Strategic Marketing

Planning, Implementing, & Controlling Marketing Strategies

Marketing Environment

Social Responsibility and Ethics in Marketing

Global Markets, International Markets, E Marketing, and Customer Relationship Management

Marketing Research and Information Systems

Target Markets: Segmentation and Evaluation

Consumer Buying Behavior

Business Markets and Buying Behavior

Product Concepts

Developing and Managing Products

Branding and Packaging

Services Marketing

Marketing Channels and Supply Chain Management

Wholesaling and Physical Distribution Retailing and Direct Marketing

Integrated Marketing Communication

Advertising and P.R.

Personal Selling

Pricing Concepts

Setting Prices

Knowledge Requirements Upon Completion

Sources of Information

Working knowledge and application of marketing terminology, concepts, activities, and strategies

Chapters 1 through 22, Cases, PowerPoint's, Team Project, and Chapter Tests

Understanding of marketing functions within the organization and external environment and marketing contribution, organizational attainment of goals and objectives

Chapters 3-6, 8-10, 12-17, and 20, PowerPoint's Cases, Chapter Tests, and Team Project

Quantitative and qualitative analytical skills through application of marketing concepts, theories and tools to setting strategies and solving marketing problems.

Chapters 1, 2, , 21, and 22, Cases, PowerPoint's, Chapter Tests, and Team Projects

Skills in creative and critical thinking,

Chapters 4, 18, and 19, Cases

written and oral communication, and ethical reasoning

PowerPoint, Chapter Tests, and Team Project

Outcomes for this course have been reviewed and confirmed to be in compliance with those in the Ohio Transfer Assurance Guide.

Description of Assessment and/or Evaluation of Student Learning (The

assessment plan needs to be appropriate for the expected rigor of the course) :

Assessment:

Tests (6)	@ 100 points	600 points
Cases and Exercises (3)	@ 25 points	75 points
Group Project (Written & Oral)	100 points	100 points
Attendance & Participation		50 points
	Total	825 points

A = 759 – 825 points

B = 660 – 758 points

C = 578 – 659 points

D = 495 – 577 points

Try Again = Below 495 points

Student Responsibility:

The College's Academic Policies and Procedures found on pages 14-24 of the college catalog will be followed as it relates to Academic Dishonesty and Class Attendance. The student will be responsible for all material and assignments when absent. The specifics on make-up work will be discussed in the first class meeting. If you are unable to attend a class for any reason please contact me as soon as you become aware of the need for your absence by phone, memo, phone mail, or in person.

Master Syllabi and Working Syllabi (if both are used):

Schedule of Assignments

Day	Date	Chapter(s)	Assignment
Th	8/23/07	Course and Semester Overview Syllabus, Chapter 1	An Overview of Course An Overview of Strategic Marketing
T	8/28/07	Finish Chapter 1 Begin Chapter 2	Strategic Marketing Planning, Implementing, and Controlling Marketing Strategies
Th	8/30/07	Finish Chapter 2 Chapter 3	Marketing Environment
T	9/4/07	Chapter 4 Marketing	Social Responsibility and Ethics in

Th	9/6/07	TEST 1	Chapters 1-4
T	9/11/07	Chapter 5 Chapter 6	Global Markets and International Marketing E Marketing and Customer Relationship Management
Th	9/13/07	Chapter 7 Case #1	Marketing Research and Info. Systems Do Case – “Scandal at Martha Stewart Living Omnimedia Inc.” - page 114
T	9/18/07	Chapter 8	Target Markets: Segmentation and Evaluation
Th	9/20/07	TEST 2	Chapters 5-8
T	9/25/07	Chapter 9	Consumer Buying Behavior
Th	9/27/07	Chapter 10	Business Markets and Buying Behavior
T	10/2/07	Chapter 11	Product Concepts
Th	10/4/07	Chapter 12	Developing and Managing Products
T	10/9/07	TEST 3 Case #2	Chapters 9-12 Do Case – “Reebok Races into the Urban Market” - page 283
Th	10/11/07	Chapter 13	Branding and Packaging
Day	Date	Chapter(s)	Assignment
T	10/16/07	Chapter 14	Services Marketing
Th	10/18/07	Chapter 15	Marketing Channels and Supply Chain Management
T	10/23/07	Chapter 16 Chapter 17	Wholesaling and Physical Distribution Retailing and Direct Marketing
Th	10/25/07	TEST 4	Chapters 13-17

T	10/30/07	Chapter 18	Integrated Marketing Communications
Th	11/1/07	Chapter 19	Advertising & P.R.
T	11/6/07	Chapter 20	Personal Selling
Th	11/8/07	Chapter 21	Pricing Concepts Turn in Product Name for Team Project
T	11/13/07	WORK ON TEAM PROJECT	
Th	11/15/07	WORK ON TEAM PROJECT	
T	11/20/07	Chapter 22 Case #3	Setting Prices Do Case – "G.M. Tries to Reduce Reliance on Rebates" - page 607
T	11/27/07	TEST 5	Chapters 18-22
Th	11/29/07	Catch Up	Prepare for Final Exam
T	12/4/07	Final Exam 6	FINAL EXAM – TAKE HOME Chapters – Comprehensive
Th	12/6/07	TEAM PRESENTATIONS	Presentation of Projects
Th	12/13/07	TEAM PRESENTATIONS	Presentation of Projects
Additional Documentation:			

OBR Use

Approved-Effective Date	
Pending (i.e. Additional Information Requested)	
Disapproved	
Today's Date	

Course Material Submission Form

Instructions and notes

1. Submit completed forms to atpanels@regents.state.oh.us.
2. Use this form to define course matches and to submit new or revised course materials for faculty panel review. Please do not submit a form for multiple OANs or Courses.
3. For course renumbering and credit hour revision, remember to withdraw the old match.
4. For course renumbering and credit hour revision, you may want to include information about how the new numbers relate to the old in the Institutional Notes to the Faculty Panel.
5. Click check boxes to check the item. Text fields will expand as you enter information. Press tab to move forward through form. Press Shift-tab to move backward. Note that these tables are implemented as MS Word tables. Keep that in mind as you are copying and pasting between your syllabi and this form. It is possible to paste tables as nested tables. Use the Edit Menu "Paste as Nested Tables" selection.
6. Once you are done entering your information, save the data file. Under the File menu, choose "Save as" and then enter the name (no spaces!) of the file using the following naming conventions:
 - a. For course material submissions: **Institution-OAN-Course Number-Sequence-Version**. **Institution** is the 4 character HEI institution designation. **OAN** is the Ohio Articulation Number whose match is being defined or revised. **Course Number** is the **transcript** course number. **Sequence** is an indication of which course of a multi-course match is addressed in this form. The sequence is of the form (n of m) for an m-course match. For example, 1 of 1 for a single course match or 1 of 2 and 2 of 2 for a 2 course match. **Version** is a number indicating the revision number of this submission. Start with "Ver1" for the first time submission and include the "Ver".

Example:

If you are submitting course materials for Rhodes Community College MATH110 for OMT005 the name of the file would be LMTC-OMT005-MATH110-(1 of 1)-Ver1.

If you are submitting course materials for Rhodes Community College MATH111 and MATH112 for OMT006 the name of the files would be LMTC-OMT006-MATH111-(1 of 2)-Ver1 and LMTC-OMT006-MATH112-(2 of 2)-Ver1.

7. Course materials must be submitted according to timelines below:

Considering the submissions of **new** courses for TAG matches, our goal is to work toward a timeline as follows:

Submit Course Material:	Start of Term 1
Faculty Panels Review Submitted Courses:	During Term 1
Approved course is effective:	Start of Term 2
Approved course is matched for transcript processing:	Term 3

A new match will have to be approved according to the timeframes below:

Course Approval Sample Timelines

Quarter Institutions

	Summer	Autumn	Winter	Spring
Course Material Submitted for Review	By 6/1	By 8/15	By 1/1	By 3/1
Faculty Panel Reviews Completed	By 8/1	By 12/31	By 2/28	By 5/31

Semester Institutions

	Summer	Autumn	Spring
Course Material Submitted for Review	By 6/1	By 8/15	By 1/1
Faculty Panel Reviews Completed	By 8/1	By 12/31	By 5/31

8. If you want to submit supplementary supporting documentation, you may do that. Simply send the file along with this form and name the supplementary file **Institution-OAN-Course Number-Supplement. Institution, OAN,** and **Course Number** are as described in Number 6 above. Include the word **"Supplement"**. Just be sure to reference the supplement from the appropriate spot in this document.
9. Remember that all institutions are required to have at least one course match for each OAN in all TAGs for which they have corresponding programs.
10. This form should be used for all submissions or resubmissions starting immediately.
11. If you encounter problems or have questions, please contact any of the individuals listed below:

Jim Ginzer (614) 752-9486 jginzer@regents.state.oh.us

Sam Stoddard (614) 752-9532 sstoddard@regents.state.oh.us

Brett Berliner (614) 466-2004 bberliner@regents.state.oh.us

