

## Course Material Submission Form OAN Match Definition Form

<b>Today's Date:</b>	1-31-08
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<b>Use this table to specify institutional data</b>	
<b>College/University:</b>	The University of Akron
Name and title of individual submitting on behalf of the college/university	
<b>Name:</b>	Dr. James Emore
<b>Title:</b>	Associate Dean, College of Business Administration
<b>Address:</b>	The University of Akron College of Business Administration Dean's Office Akron, OH 44325-4805
<b>Email:</b>	<a href="mailto:jemore@uakron.edu">jemore@uakron.edu</a>
<b>Phone:</b>	330-972-7442
<b>Fax:</b>	330-972-6588

<b>Indicate the reason for this submission:</b>
<input type="checkbox"/> New Course Match <input checked="" type="checkbox"/> Revised Materials - Faculty review panel requested clarification <input type="checkbox"/> Revised Materials - Institution submitting additional information <input type="checkbox"/> Revised Materials - Course content revised by institution, including situations of both content and credit hour change <input type="checkbox"/> Revised Materials - Other
<b>Describe specific revisions being made for "Revised Materials" submissions:</b>
<p>The Marketing Department decided to take a direct approach to fulfilling the expectations of the committee. They adopted the essential elements of the TAG as minimal requirements for the course, to be covered explicitly in each section. The 12 essential elements as they understood them from the OBOR website are included.</p> <p>A syllabus for this semester has been annotated with each of the 12 elements indicated when covered. This syllabus will serve as a template for future course sections. Non-essential elements may vary from term to term, but the essential elements will be covered as requested.</p>
<b>Institutional Notes to Faculty Panel (the institution is encouraged to add any additional clarifications for this submission):</b>

<b>Table 1 – Use this table to describe the course match for which materials are being submitted for the first time or revised.</b>
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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:  
 2008 Academic Year       Summer    Autumn    Spring

Quarter institutions complete this row:  
 20      Academic Year       Summer    Autumn    Winter    Spring

<b>Ohio Articulation Number (OAN)</b> (Use a separate form for each OAN.):	<b>OBU 006</b>
<b>Number of courses in the match:</b>	1 (up to 10)
<b>Current status of match:</b>	<input type="checkbox"/> First time submission <input type="checkbox"/> Approved <input type="checkbox"/> Submitted <input type="checkbox"/> Disapproved <input type="checkbox"/> Error <input checked="" type="checkbox"/> Resubmitted <input type="checkbox"/> Pending <input type="checkbox"/> Error with enrollment <input type="checkbox"/> Not submitted
<b>Course or Courses being matched to or currently matched to the OAN listed above.</b> (Course Numbers must be exactly what will appear on a student's transcript.):	<b>Course Number</b>
	1.      6600:300
	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.**

<b>Course Number.</b> (Course Numbers must be exactly what will appear on a student's transcript.):	6600:300	<b>Course Title:</b>	Marketing Principles
<b>Hours (be sure that the hours for this course matches the hours in the OAN.)</b>			
<input checked="" type="checkbox"/> <b>Semester Hours</b>		<input type="checkbox"/> <b>Quarter Hours</b>	
<b>Total Credit Hours</b>	3	<b>Lecture Hours</b>	3
		<b>Laboratory Hours (if applicable)</b>	0
<b>Course Placement in Major:</b>		<input checked="" type="checkbox"/> Major Requirement <input type="checkbox"/> Major Elective <input type="checkbox"/> Other	
<b>Pre-Requisite Course work (if applicable)</b> (Be sure this is consistent with the OAN definition): 3250:200 Principles of Microeconomics and 48 hours of semester credit			

**Catalog/Course Description:**

A general survey of marketing activities including analysis of markets, competition, consumer behavior, information systems, and the assessment of product, price, distribution, and promotion strategies.

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

Marketing – The Core, Kerin, Berkowitz, Hartley, Rudelius, McGraw Hill Custom Publishing.  
6 month subscription to Fortune Magazine.

**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.)

Marketing Principles is intended to be an introductory course. It provides an overview of marketing philosophy in the 21<sup>st</sup> century and of marketing activities needed to execute or implant the philosophy, such as segmentation/targeting, and strategies/tactics pertaining to product, price, distribution, and promotion.

**Description of Assessment and/or Evaluation of Student Learning** (The assessment plan needs to be appropriate for the expected rigor of the course) :

Assessment of students’ performance is based on their participation in class, homework assignments, and exams. Although attendance is not required, there is usually a high correlation between class attendance and performance on the examinations.

Some students in Marketing Principles do better on multiple-choice exams while other students excel on essay exams; therefore, students are given the option of taking either a multiple-choice exam or an essay exam for examinations 1 through 4. If students opt to take the essay format, they must notify the professor in advance of the examination. The format for makeup exams and the comprehensive final exam are essay format.

**Option 1:**

Exam 1	25%
Exam 2	25%
Exam 3	25%
Exam 4	<u>25%</u>
	100%

**Option 2:**

Exam 1	20%
Exam 2	20%
Exam 3	20%
Exam 4	20%
Comprehensive Final Exam	<u>20%</u>
	100%

Anyone missing a regularly-scheduled examination is expected to notify the professor as soon as possible, and he/she must be able to document the reason for the absence. Makeup examinations will be given only for extenuating circumstances, as determined by the professor teaching the course. Makeup exams are administered the week prior to final examinations.

<b>Grading Scale:</b>	A = 93% to 100%	A- = 90% to 92%	B+ = 88% to 90%
	B = 83% to 87%	B- = 80% to 82%	C+ = 78% to 79%
	C = 73% to 77%	C- = 70% to 72%	D+ = 68% to 69%
	D = 63% to 68%	D- = 60% to 62%	F = 0% to 59%

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

**Marketing Principles 6600:300:001**

**Class Number: 12448**

**Spring Semester 2008**

**10:45 A.M.-12:00 P.M. – MW**

**Business Administration Building 130**

**Instructor:** William L. Shanklin, Visiting Professor of Marketing

**Office:** 303 Business Administration Building

**Phone:** 330-972-5819

**E-mail:** [ws@uakron.edu](mailto:ws@uakron.edu)

**Office Hours:** 12:30 P.M.-1:30 P.M., MW and 5:30 P.M.-6:00 P.M., MW,  
and by appointment.

**Textbook:** Roger A. Kerin et al., Marketing: The Core (New York: McGraw-Hill Irwin, second edition, 2007).

To access this textbook's sample examination questions, go online to <http://www.mhhe.com/kerin> and click on the picture of the book that says Marketing: The Core, second edition. Click on Student Edition and then go to Choose a Chapter. Select a chapter and administer yourself sample multiple-choice quizzes A and B.

**Course Description:** Marketing Principles is intended to be an introductory course. It provides an overview of marketing philosophy in the 21<sup>st</sup> century and of marketing activities needed to execute or implant the philosophy, such as segmentation/targeting, and strategies/tactics pertaining to product, price, distribution, and promotion. (Please see the end of this syllabus for a complete list of learning objectives.)

**Course**

**Prerequisite:** Successful completion of 48 credits.

**Tentative Agenda**

January 14	Personal introductions Course explanation
January 16	Chapter 1 Developing Relationships and Value [1]
January 23	Chapter 2 Marketing and Corporate Strategies
January 28	Chapter 3 Scanning the Environment [2]
January 30	Chapter 4 Ethics and Social Responsibility [4]
February 4	Examination 1, Chapters 1, 2, 3, 4
February 6	Chapter 5 Consumer Behavior [7]
February 11	Chapter 6 Organizational Markets and Buyer Behavior [7]

February 13	Chapter 7 Reaching Global Markets [3]
February 18	Chapter 8 Market Research and Information [6]
February 20	No class today
February 25	Chapter 9 Segmentation and Targeting [5]
February 27	Chapter 9 cont'd
March 3	Examination 2, Chapters 5, 6, 7, 8, 9
March 5	Chapter 10 Developing New Products and Services
March 10	Chapter 10 cont'd
March 12	Chapter 11 Managing Products, Services and Brands [8]
March 24	Chapter 12 Pricing Products and Services [12]
March 26	Chapter 13 Channels and Supply Chains [9]
March 31	Examination 3, Chapters 10, 11, 12, 13
April 2	Chapter 14 Retailing and Wholesaling [10]
April 7	Chapter 15 Integrated Marketing Communication and Direct Marketing [11]
April 9	Chapter 16 Advertising, Sales Promotion, and Public Relations
April 14	Chapter 17 Personal Selling and Sales Management
April 16	Chapter 18 Interactive and Multi-channel Marketing
April 21	Examination 4, Chapters 14, 15, 16, 17,18
April 23	Course Wrap-Up
April 28	Make-up Examinations
April 30	Contingency day
May 9	Comprehensive Final Exam, 12:00 P.M.-1:55 P.M

**GRADING:**

**Option 1:**

Exam 1	25%
Exam 2	25%
Exam 3	25%
Exam 4	<u>25%</u>
	100%

**Option 2:**

Exam 1	20%
Exam 2	20%
Exam 3	20%
Exam 4	20%
*Comprehensive Final Exam	<u>20%</u>
	100%

\*The format for the comprehensive final exam and makeup exams is all essay.

**Option 3:**

Occasionally, a student may be uncomfortable with having his or her course grade depend on exams alone. Therefore, to accommodate, there is this third option. You can-- in addition to taking the exams--write a term paper, but you must let me know (in writing) of your intention no later than a week after the second exam. This way, you can determine how you are doing on the exams before deciding. If you choose to take four exams, each exam and the term paper will be worth 20%. If you elect to take five exams, each exam and the term paper will be valued at 16.67%. I will provide the term paper topic should you decide to write one and you will need to schedule an appointment with me to receive the topic and the term-paper outline and requirements.

Exams 1 through 4 each consist of 50 multiple-choice questions worth two points each. In addition, you can answer some short-answer extra-credit questions for an additional six points. The extra credit questions can be answered only from attending class. The extra credit-questions and the term paper (option 3) are absolutely the only extra credit opportunities.

Although attendance is not required, there is usually a high correlation between class attendance and performance on the examinations.

Some students do better on multiple-choice exams than essay exams, whereas for other students, it is the other way around. Therefore, you have the choice to take either a multiple-choice exam or an essay exam for examinations 1 through 4. If you opt to take the essay format, you must notify the professor in advance, at the last class meeting prior to the examination.

Anyone who misses a regularly-scheduled examination should notify the professor as soon as possible and be able to document the reason for the absence. Makeup examinations will be given only for extenuating circumstances, as determined by the professor. The all-essay makeup exams are administered in class toward the end of the semester.

**Grading Scale:**

A	= 93% to 100%
A-	= 90% to 92%
B+	= 88% to 90%
B	= 83% to 87%
B-	= 80% to 82%
C+	= 78% to 79%
C	= 73% to 77%
C-	= 70% to 72%
D+	= 68% to 69%

D = 63% to 68%  
D- = 60% to 62%  
F = 0% to 59%

### **Important Dates**

January 28            Last day to withdraw without adviser's signature.  
March 7                Last day to withdraw without instructor's signature.  
April 11                Last day to process course withdrawals (5:00 P.M.)

### **6600:300 – Marketing Principles Learning Objectives**

#### **Content Knowledge**

- \*Demonstrate knowledge and understanding of core marketing vocabulary and concepts.
- \*Students will understand the functions that marketing performs within a firm.
- \*Students shall apply their knowledge of marketing theories, concepts, and practices.
- \*Students shall understand how global external forces impact organizations and the impact on marketing.

#### **Foundation Skills**

- \*Students will demonstrate critical thinking skills through application of qualitative and quantitative tools to analyze and propose specific recommendations within environmental constraints.
- \*Students will be able to present concepts and views clearly, professionally, and persuasively through effective **oral** communication.
- \*Students will be able to present concepts and views clearly, professionally, and persuasively through effective **written** communication.
- \*Students will be able to locate, critically evaluate, appropriately document and apply information from external sources.

#### **Personal Qualities**

- \*Students shall be made aware of the positive personal qualities and social skills that are essential to a successful business career, including: responsibility, creativity, adaptability, self-management and integrity.
- \*Students shall demonstrate a knowledge and application of professional business behavior and attire.

#### **Workplace Competencies**

- \*Demonstrate the ability to think critically about business issues (integrate ideas from multiple sources, solve unstructured problems, have holistic view of global business, and apply knowledge of global business fundamentals in creative and innovative ways).
- \*Understand, identify, and address ethical circumstances and dilemmas and the responsibility of

business professionals in society.

**Required coverage for Principles of Marketing (Management)**

[noted in tentative schedule section of syllabus]

1. Customer-driven marketing concept and activities
2. Analysis of external environments
3. Marketing in domestic and global settings
4. Ethical reasoning and social responsibility
5. Marketing analysis, segmentation, selection of target markets, and positioning
6. Marketing research
7. Consumer and organizational buying behavior
8. Management of product and service offerings
9. Management of distribution and marketing channels
10. Retailing
11. Management of integrated marketing communications
12. Management of pricing decisions

These minimum requirements were adopted by unanimous vote of the Marketing Department of The University of Akron at a regularly scheduled meeting January 16, 2008.

**Additional Documentation:**

<b>OH - BOWLING GREEN STATE UNIVERSITY OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKT 300		6600:300	Fall Semester 1982 - 9999
<b>OH - CLEVELAND STATE UNIVERSITY (QTRS)</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKT 301		6600:300	Fall Semester 1968 - Fall Semester 1998
<b>OH - CLEVELAND STATE UNIVERSITY (SEMS)</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKT 301		6600:300	Fall Semester 1998 - 9999
<b>OH - CUYAHOGA COMMUNITY COLLEGE</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MARK 201		6600:300	Summer Semester 1979 - Summer Semester 1998

MARK 2010		6600:300 Alternate: 2520:101	Fall Semester 1998 - 9999
<b>OH - JEFFERSON COMMUNITY COLLEGE (OH) (1973A)</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
BUS201		6600:300	Fall Semester 1995 - 9999
<b>OH - KENT STATE UNIVERSITY</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKTG 25010		6600:300	Fall Semester 1979 - Fall Semester 2006
MKTG 35010		6600:300	Fall Semester 1979 - Fall Semester 2006
<b>OH - LAKELAND COMMUNITY COLLEGE</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
BUSM 2500		6600:300	Fall Semester 2000 - 9999
<b>OH - LORAIN COUNTY COMM COLLEGE-SEMS</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKRG 251		6600:300	Fall Semester 1998 - 9999
<b>OH - LOURDES COLLEGE (1964A) OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
BUS204		6600:300	Fall Semester 1980 - 9999
BUS344		6600:300	Fall Semester 1980 - 9999
<b>OH - MUSKINGUM COLLEGE (1919A) OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
BUSI341		6600:300	Fall Semester 1981 - 9999
<b>OH - OHIO STATE UNIVERSITY (1913A) OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
BUS-MKTG 650		6600:300	Fall Semester 1989 - 9999
<b>OH - OHIO UNIVERSITY (1913A) OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKT 202		6600:300	Fall Semester 1967 - 9999
<b>OH - STARK STATE COLLEGE OF TECHNOLOGY OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKT121		6600:300	Summer Semester 1993 - 9999
<b>OH - TERRA COMMUNITY COLLEGE (1975A) OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MRT101		6600:300	Fall Semester 1975 - 9999
<b>OH - UNIVERSITY OF RIO GRANDE (1969A) OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>

MKT 21404		6600:300	Fall Semester 2001 - 9999
MKT 31404		6600:300	Fall Semester 2001 - 9999
<b>OH - UNIVERSITY OF TOLEDO OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKTG 3010		6600:300	Fall Semester 1997 - 9999
<b>OH - WASHINGTON STATE COMMUNITY COLLEGE (1979A) OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKTG 251		MKTG 252 6600:300	Fall Semester 1980 - 9999
<b>OH - YOUNGSTOWN STATE UNIVERSITY OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKTG 703		6600:300	Fall Semester 1967 - Summer Semester 2000
<b>OH - YOUNGSTOWN STATE UNIVERSITY (1945A) OH</b>	<b>TO</b>	<b>UNIVERSITY OF AKRON</b>	<b>EFFECTIVE DATES</b>
MKTG 3703		6600:300	Fall Semester 2000 - 9999

**OBR Use**

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