

PROCEDURAL SEQUENCE FOR ACADEMIC SENATE APPROVAL OF PROPOSALS

Submit all proposals to the Office of Academic Affairs.

2. The Senate President will log items and forward them to the appropriate Senate subcommittees.
3. The Senate subcommittee will send the proposal to the Senate.
4. Senate proposals will be considered by the Full Faculty.
5. If approved, the proposal will then be forwarded to the Provost/Senior Vice Chancellor.

Proposals that require action to approve/disapprove/table or remand will be sent back to the Senate according to the monthly meeting schedule.

TITLE: Marketing Education Minor New Minor

SUBCOMMITTEE: Teacher Ed PROPOSAL #: 00-08

PROPOSAL: see attached

Action Signatures:

Submitter	Date	College Chair/Dean	Date
<u>T. Welch</u> Curr. Committee Chair		Approve <input checked="" type="checkbox"/> Disapprove <input type="checkbox"/>	<u>12/5/00</u> Date
<u>Severce E. Munson</u> ACAD Senate Committee Chair		Approve <input checked="" type="checkbox"/> Disapprove <input type="checkbox"/>	Date <u>1-16-01</u>
<u>Severce E. Munson</u> Faculty Senate President		Approve <input checked="" type="checkbox"/> Disapprove <input type="checkbox"/>	Date <u>1-23-01</u>
<u>Roger Barben</u> Provost/Senior Vice Chancellor for Academic Affairs		Approve <input type="checkbox"/> Disapprove <input checked="" type="checkbox"/>	Date <u>2/19/01</u>
<u>[Signature]</u> Revised: 10/15/99 Chancellor		Approve <input type="checkbox"/> Disapprove <input checked="" type="checkbox"/>	Date <u>X</u>

Received by Academic Senate 10/5/00 Date 2/2/01
 Forwarded to Teacher Education Council 10/10/00

Action Signatures:

Submitter

[Signature]

Date 9/7/00

Department Chair

[Signature]

Date 9/8/00

(Signature indicates departmental approval)

Dean, College of Technical Sciences

[Signature]

Date 10-4-00

(Signature indicates College approval)

Teacher Education Council

[Signature]

Date 10/13/00

(if Teacher Education item) Approve _____

Disapprove _____

General Education Committee

Date _____

(if General Education item) Approve _____

Disapprove _____

Curriculum Committee

[Signature]
Approve

Date 12/15/00

(Signature accounts for consideration of affected department concerns)

Disapprove _____

Faculty Senate

Approve _____

Date _____

Disapprove _____

Faculty

Approve _____

Date _____

Disapprove _____

Vice Chancellor for Academic Affairs

[Signature]
Approve _____

Date 2/19/01

Disapprove

Chancellor

[Signature]
Approve _____

Date 2/23/01

Disapprove

Program Revision Form

NEW X DROPPED

MAJOR REVISION

INFORMATION ONLY

Department: College of Technical Sciences Program Area: Business Education DATE: September 7, 2000

Please provide in the space below a "before and after" picture of the program with the changes in the program noted. Attached appropriate Course Revision Forms.

MARKETING EDUCATION MINOR (5-12)

Marketing Education is a separate area of emphasis in the NCATE standards. It is important that MSU-Northern provide this Minor in order to satisfy those standards as well as to prepare our teachers to teach this vital subject area in adequate depth and breadth.

The addition of this Minor would require the addition of only one course over those already listed in the 1999-2001 catalog - BUS 411, International Marketing.

Montana State University - Northern
MARKETING EDUCATION (5-12) MINOR
(Teaching Minor)

Student: _____

REQUIRED COURSES:

Prefix	Nr.	Title	Substitution	Institution	Sem. Taken	Yr.	Cr.	Grade
BUED	280	Internet & Web Design			F Sp Su		2	
BUED	302	Intro E-Commerce			F Sp Su		3	
BUED	305	Video Edit & Prod.			F Sp Su		3	
BUED	348	Bus. Communications			F Sp Su		3	
BUED	421	Methods - Marketing			F Sp Su		1	
BUS	335	Marketing			F Sp Su		3	
BUS	337	Consumer Behavior			F Sp Su		3	
BUS	411	International Marketing			F Sp Su		3	
BUS	414	Marketing Research			F Sp Su		3	
SBM	338	Promotions			F Sp Su		3	
TSS	322	Customer Service			F Sp Su		3	

This minor contains 30 credits (28 credits, or 93%, upper division).

At least 10 credits must be earned at Montana State University - Northern, including the Methods course.

GPA: Students must have a cumulative GPA in the minor of at least 2.5.

GPA REQUIREMENT FULFILLED: Yes _____ No _____

Student Date Advisor Date

Course Revision Form

NEW DROPPED _____ MAJOR REVISION _____ INFORMATION ONLY _____

Department: Business Program Area: Business Education - Marketing Education Minor

Date: September 7, 2000

Prefix: BUS No.: 411 Title: International Marketing Credits: 3

Required by: Marketing Education Minor

Selective in:

Elective in:

General Education: Area D

Lecture 3 Lecture/Lab _____ Contact hours lecture 45 Contact hours lab _____

Current Catalog Description (include all prerequisites):

None

Proposed Catalog Description (include all prerequisites):

While global marketing is one of the most exciting fields in business today, it is also one of the most challenging. This course will build on the student's previous marketing coursework and their understanding of the global environment. We will focus on the marketing decisions that must be made in this environment and then deal with the environmental factors that impact those decisions. Prerequisites: BUS 335, ~~BUS 410~~

Course Outcome Objectives:

1. Demonstrate an understanding of the fundamental concepts behind international marketing such as comparative advantage, the international product cycle, national competitive advantage, and differentiated competition.
2. Demonstrate the ability to discuss the concepts associated with entry into a foreign market, including knowledge of global market research, export expansion concepts, and licensing and alliances.
3. Explain the concepts behind local marketing including consumer decision-making analysis, buyer behavior, industrial versus consumer techniques, mature market marketing techniques, new growth marketing techniques, and emerging markets marketing techniques.
4. Demonstrate knowledge of global management concepts including global segmentation, global positioning, standardization versus adaptive marketing, global brand management, global pricing, distribution, and promotion, and global organizational structure.

New instructional resources needed (including: library materials, special equipment, and facilities). Please note: approval does not indicate support for new faculty or additional resources.

Software for marketing planning (TBD); advertising software (Studio 3D); Upgraded computers to run these programs.

Course Revision Form

NEW _____ DROPPED _____ MAJOR REVISION _____ INFORMATION ONLY X _____

Department: Business Program Area: Business Education Date: September 7, 2000

Prefix: TSS No.: from 222 to 322 Title: Customer Service Credits: 3

Required by: Marketing - Technical Sales & Service Minor, Marketing Education Minor

Selective in: Business Technology

Elective in:

General Education: Area D

Lecture 3 Lecture/Lab X Contact hours lecture 45 Contact hours lab

Current Catalog Description (include all prerequisites):

The course is designed to be a first exposure to the ideas of identifying and fulfilling customer needs. It leads the students through steps on getting to know the customer, developing a customer report card, examining customer satisfaction through customer eyes versus company eyes, and building a customer satisfaction measuring system.

Proposed Catalog Description (include all prerequisites):

This course is designed to be the student's first exposure to identifying and fulfilling customer needs. The course, an associated projects within the community, will lead the student through the important facets of customer service - getting to KNOW the customer, understanding both external and internal customer needs and desires, examining customer satisfaction through customer eyes versus company eyes, and building customer report cards and a customer satisfaction measuring system. This course meets the criteria of a service learning course.

Course Outcome Objectives:

- Students will demonstrate their understanding of the importance of truly knowing the customer and of customer service to the well-being of the organization.
- Students will demonstrate their understanding of the importance and methods of identifying and satisfying both external and internal customers.
- Students will demonstrate their ability to work as part of a team and their ability to interact with the public in a professional manner.
- Students will demonstrate the ability to design and implement effective customer service policies.

New instructional resources needed (including: library materials, special equipment, and facilities). Please note: approval does not indicate support for new faculty or additional resources.