

University of the Virgin Islands
Bachelor of Business Administration
Marketing Major

Approved: March 5, 2016



**BACHELOR OF BUSINESS ADMINISTRATION
MARKETING MAJOR**

TO: Dr. Stephen Ratchford
Chair, UVI Curriculum Committee

FROM: Dr. Stephen Reames
Dean, School of Business

CONTACT: Dr. Gabriel Ogunmokun
Professor of Management and Marketing
School of Business

DATE: Submitted on September 22, 2015

REQUEST: The School of Business requests the approval of a new major for the Bachelor of Business Administration degree, Marketing Major, to begin in the Fall 2016 Semester.

JUSTIFICATION (RATIONALE):

The BA in Business Administration has a concentration in Marketing which does not meet current standards or market demand for business school under-graduate degrees in Marketing. The concentration in the BA has only four unique courses constituting a total of twelve credit hours in the Marketing area. Four courses do not provide adequate coverage of the marketing field and results in students who are under-prepared for the market place in this area of specialization. The new BBA format created a number of years ago in the School of Business is a preferred format for business degrees because it allows more curriculum space for the area of specialization. Under the BBA format there is room for a total of ten courses in the area of specialization, two of which may be electives to provide students the opportunity to explore other disciplines. For this reason this proposal is to create a new BBA Marketing Major that will ultimately replace the current BA in Management concentration. The school of Business anticipates suspending enrollment in the BA Marketing concentration program in the fall of 2016. We have created four new courses which will supplement the current offerings. These new courses will not only provide our students with an in-depth knowledge of the discipline but will also assist them to work towards becoming professional members of the Chartered Institute of Marketing (CIM)._r1

ACADEMIC DEPARTMENT OR AREA FACULTY APPROVAL: The Department of Management, Marketing, and Management Science faculty approved this proposal on September 14, 2015 by a vote of 6-0-0.

SCHOOL APPROVAL: The School of Business approved this proposal on September 23, 2015 by a vote of 14-1-1.

ADDITIONAL DISCUSSION:

The relevance of any program is determined by whether or not there is a demand for the program. The School of Business is currently offering an accredited BA degree with concentrations in Accounting, Finance, Information Systems, Management and Marketing. However according to the October 2015 Job Outlook, a **Major** in Business Administration/Management is among the top ten degree programs that are in demand in the US. See Figure 1: Top degrees in demand (Bachelor's degree level).

Figure 1: Top degrees in demand (bachelor's degree level)

Major	% of Total Respondents That Will Hire
Finance	57.4%
Accounting	56.1%
Computer Science	53.8%
Mechanical Engineering	52.0%
Business Administration/Mgmt.	47.5%
Electrical Engineering	46.6%
Information Sciences & Systems	45.3%
Marketing	41.7%
Logistics/Supply Chain	40.8%
Management Information Systems	39.0%

Source: *Job Outlook 2015*, National Association of Colleges and Employers

<https://www.naceweb.org/s01212015/job-outlook-majors-in-demand.aspx?land-surv-lp-3-spot-jomdm-02202015>

According to the NACE survey, *“Take employers looking to hire graduates with a bachelor’s degree. Here, business-related majors comprise six of the 10 most in-demand degrees, including finance (57.4%), accounting (56.1%), business administration and management (47.5%), marketing (41.7%), supply chain management (39%), and management information systems (39%)”.*

<http://poetsandquantsforundergrads.com/2014/11/19/business-majors-in-demand-for-2015-study/>

REQUIRED RESOURCES: Currently there is a funded opening for a new management professor. With this additional resource the BBA Major in Marketing can be delivered without scheduling issues or faculty over-loads.

CORE REQUIREMENTS:

Students enrolled in the BBA in Marketing will complete the following MKT courses. Required courses are divided into a 24-credit core required for all students and 6-credits from elective courses selected by the student and his/her academic advisor.

The MGT core courses are listed below:

MKT 334	Advertising and Promotion Strategy	3
MKT 416	Principles of Merchandising	3
MKT 422	International Marketing	3
MKT 426	Marketing Research	3
MKT 427*	Personal Selling and Sales Management	3
MKT 428*	Consumer Behaviour	3
MKT 429*	Services Marketing	3
MKT 430*	Strategic Marketing	3

Of these core courses only 4 are new courses as designated with an *
MKT elective courses are designed to allow students pursuing the Marketing Major to broaden their experience and/or pursue a Minor.

ELECTIVES:

6 credits

If selected from within the school of business the electives may include any 300 or 400 level course or any course used in pursuit of a minor. The electives may not include courses which are part of general education or GBE requirements in the BA or BBA degree.

If selected from outside the school of business the electives may include any course except courses which are part of the general education requirements for the BA or BS degree.

SUMMARY OF REQUIREMENTS:

General Education	43-44
General Business Education	48
Required MKT Major Courses	24
Electives	6
Other Requirements (Physical Education)	2
Total Credit Hours	123-124

NEW COURSE REQUEST

TO: Dr. Stephen Ratchford
Chair, UVI Curriculum Committee

FROM: Dr. Stephen Reames
Dean, School of Business

CONTACT: Dr. Gabriel Ogunmokun
Professor of Management and Marketing
School of Business

DATE: Submitted on September 22, 2015

REQUEST: The School of Business requests the approval of a new course entitled, PERSONAL SELLING AND SALES MANAGEMENT (MKT 427).

JUSTIFICATION (RATIONALE): The current BA concentration in Marketing does not provide adequate coverage of the marketing field expected of a four degree. One of the areas that is missing is coverage of the sales function of the product. Marketing and selling are different function within business; marketing deals more with image and presentation and does not involve direct customer contact. The sales function examines techniques, structure, and strategy related to successfully selling the product with direct customer contact. The addition of MKT 427 will better prepare our students for a job in a entry-level marketing management position.

APPROVALS: The School of Business voted on this entire proposal as a single proposal since all parts of the proposal interdependent. The Vote for this course is the same as that for the entire proposal.

ADDITIONAL DISCUSSION: The addition of this course does not impact physical facilities, financial or human resources except as indicated under "REQUIRED RESOURCES" below.

REQUIRED RESOURCES: Currently there is a funded opening for a new marketing professor. With this additional resource the BBA Major in Marketing can be delivered without scheduling issues or faculty over-loads.

ANY IMPLICATIONS FOR THE GENERAL EDUCATION REQUIREMENTS: NONE

SECTION 2: COURSE SYLLABUS

TITLE OF THE COURSE: MKT 427* Personal Selling and Sales Management

COURSE DESCRIPTION: The purpose of this course is to present and examine the principles, theories and concepts of sales management and direct marketing. The course covers the nature of personal selling, the role of the sales force, designing sales force

strategies and structure, recruiting and selecting salespeople, training salespeople, compensation methods, sales force supervision, sales force performance evaluation, the personal selling process, direct marketing models, public policy and ethical issues in direct marketing.

PRE-REQUISITES/ADMISSION REQUIREMENTS: BUS 112, MGT 301, MKT 301 and MKT 334

CO-REQUISITES: None.

COURSE OVERVIEW: Given that effective sales management is vital for getting the most out of any organization's sales force, this course will present and examine the principles, theories and concepts of sales management. It will cover the nature of personal selling, the role of the sales force, sales force strategies and structure, recruiting and selecting salespeople, training salespeople, compensation methods, sales force supervision, sales force performance evaluation, the personal selling process, direct marketing models, public policy and ethical issues in direct marketing. Students will also apply theories, concepts and models covered in the course to case studies. The course will also expose students to contemporary issues and research in the area of personal selling and sales management.

COURSE SESSIONS:

The course will consist of two weekly sessions of 1hr 15 minutes per session during the semester.

COURSE OBJECTIVES:

Upon completion of the course, students will be able to:

- Discuss the Role and Nature of Personal Selling and Sales Management in organizations;
- Discuss how personal selling and sales management can aid Marketing goals;
- Explain Sales force Structure and Management;
- Design Sales force Strategies and Management;
- Analyze Sales Force Recruitment and Selection Process;
- Evaluate Sales force Training and Development Methods;
- Evaluate Sales force Compensation Methods;
- Discuss and Analyze Motivation Theories with particular reference to Sales People;
- Evaluate Sales force Performance Evaluation Methods;
- Discuss and Analyze the Personal Selling Process;
- Discuss Direct Marketing Models;
- Analyze Ethical and Legal Issues in Personal Selling and Sales Management;
- Apply theories, concepts and models covered in the course to case studies.

CONTENT (TOPIC) OUTLINE

- The Role and Nature of Personal Selling and Sales Management in organizations
- Sales force Structure and Management

- Sales force Strategies
- Sales Force Recruitment and Selection Process
- Sales force Training and Development
- Sales force Compensation
- Sales Force Motivation
- Sales force Performance Evaluation
- Personal Selling Process
- Sales Presentation
- Direct Marketing Models
- Ethical and Legal Issues in Personal Selling and Sales Management

TEACHING AND LEARNING METHODS: Teaching and learning methods will include lectures, tutorials/workshops, case studies, discussions, videos, and group activities.

STUDENT RESPONSIBILITIES: Students will assume responsibility to participate in all the lectures, class discussions and complete the assigned projects and examinations.

METHOD OF EVALUATION: Participants will be evaluated through assignments, projects, examinations, and active class participation. The breakdown of the assessment marks will be as follows:

Project Assignments and Presentation	40 %
Active Class Participation	10 %
Examination 1	20 %
Examination 2	30 %
TOTAL	100 %

GRADING: This will be based on the UVI grading system stated in the UVI Catalog. For example see UVI Catalog 2014-2016, p. 53.

REQUIRED TEXT BOOK(S): Mark W Johnston and Greg W Marshall, "Sales Force Management", Routledge, latest edition.

BIBLIOGRAPHY - READING LIST:

David Jobber and Geoff Lancaster, "Selling and Sales Management", Pearson Education Ltd, latest edition.

Paola Guenzi and Susi Geige, "Sales Management: A Multinational Perspective", Routledge, latest edition.

Journal of Personal Selling and Sales Management

YouTube Videos

NEW COURSE REQUEST

TO: Dr. Stephen Ratchford
Chair, UVI Curriculum Committee

FROM: Dr. Stephen Reames
Dean, School of Business

CONTACT: Dr. Gabriel Ogunmokun
Professor of Management and Marketing
School of Business

DATE: Submitted on September 22, 2015

REQUEST: The School of Business requests the approval of a new course entitled, CONSUMER BEHAVIOR (MKT 428).

JUSTIFICATION (RATIONALE): The current BA concentration in marketing does not cover consumer behavior. Consumer behavior and marketing research go together in designing marketing studies and data collection efforts. Understanding consumer behavior is critical to anyone pursuing a degree in marketing at the undergraduate level. Our current offerings do not include a course in consumer and this course will fill that gap and help prepare our students for a career in marketing.

APPROVALS: The School of Business voted on this entire proposal as a single proposal since all parts of the proposal interdependent. The Vote for this course is the same as that for the entire proposal.

ADDITIONAL DISCUSSION: The addition of this course does not impact physical facilities, financial or human resources except as indicated under "REQUIRED RESOURCES" below.

REQUIRED RESOURCES: Currently there is a funded opening for a new marketing professor. With this additional resource the BBA Major in Marketing can be delivered without scheduling issues or faculty over-loads.

ANY IMPLICATIONS FOR THE GENERAL EDUCATION REQUIREMENTS: NONE

SECTION 2: COURSE SYLLABUS

TITLE OF THE COURSE: MKT 428* Consumer Behavior

COURSE DESCRIPTION: The purpose of this course is to enable participants to learn and examine the principles, concepts and theories of consumer behavior. The course

will cover consumer behavior models in marketing, factors affecting consumer behavior, types of buying decision behavior, the consumer buying decision process, business markets and buying behavior, marketing to business consumers, stages of the business buying decision process, consumer misbehavior and marketing ethics.

PRE-REQUISITES/ADMISSION REQUIREMENTS: BUS 112, MGT 301, MKT 301 and MKT 334

CO-REQUISITES: None.

COURSE OVERVIEW: The activities of any organization will be more relevant if based on the study of consumer behavior. This is so because a key to the survival, growth, and profitability of a business organization in this highly competitive, dynamic market environment is the ability to identify and satisfy consumer needs better than the competitors. This course will enable participants to learn and examine the principles, concepts and theories of consumer behavior. The course will cover consumer behavior models in marketing, factors affecting consumer behavior, types of buying decision behavior, the consumer buying decision process, business markets and buying behavior, marketing to business consumers, stages of the business buying decision process, consumer misbehavior and marketing ethics. The course will also expose students to contemporary issues and research in consumer behavior.

COURSE SESSIONS: The course will consist of two weekly sessions of 1hr 15 minutes per session during the semester.

COURSE OBJECTIVES:

Upon completion of the course, students will be able to:

- Analyse Models of Consumer Decision process
- Analyse Consumer Behaviour decision process
- Discuss Marketing Research and Consumer Information System
- Evaluate Consumer Motivation Theories
- Evaluate Consumer Behaviour Models
- Analyse Factors affecting Consumer Behaviour
- Describe Business Markets and Buying Behaviour
- Describe how to market to Business Consumers
- Discuss business Buying Decision Process,
- **Discuss** Consumer Misbehaviour
- Analyse Consumer Post-Decision Process
- Discuss Consumer Behaviour Ethics and Social Responsibility
- Apply theories, concepts and models covered in the course to case studies

CONTENT (TOPIC) OUTLINE

- The Nature of Consumer Behaviour
- Marketing Research and Consumer Information System
- Consumer Motivation
- Consumer Behaviour Models
- Factors affecting Consumer Behaviour
- Consumer Buying Decision Process
- Business Markets and Buying Behaviour
- Marketing to Business Consumers
- Business Buying Decision Process,
- Consumer Misbehaviour
- Consumer Post-Decision Process
- Consumer Behaviour Ethics and Social Responsibility

TEACHING AND LEARNING METHODS: Teaching and learning methods will include lectures, tutorials/workshops, case studies, discussions, videos, and group activities.

STUDENT RESPONSIBILITIES: Students will assume responsibility to participate in all the lectures, class discussions and complete the assigned projects and examinations.

METHOD OF EVALUATION: Participants will be evaluated through assignments, projects, examinations, and active class participation. The breakdown of the assessment marks will be as follows:

Project Assignments and Presentation	40 %
Active Class Participation	10 %
Examination 1	20 %
Examination 2	30 %
TOTAL	100 %

GRADING: This will be based on the UVI grading system stated in the UVI Catalog. For example see UVI Catalog 2014-2016, p. 53.

REQUIRED TEXT BOOK(S): Leon G. Schiffman and Joseph Wisenblit, "Consumer Behavior" Prentice Hall, latest edition.

BIBLIOGRAPHY - READING LIST:

Hoyer Wayne, "Consumer Behavior" Cengage Learning, latest edition.

Isabelle Szmigin and Maria Piace "Consumer Behavior" Oxford University Press, latest edition.

Paul Peter and Jerry C. Olson "Consumer Behavior and Marketing Strategy", Irwin/McGraw-Hill, latest edition.

Journal of Consumer Behavior

YouTube Videos

NEW COURSE REQUEST

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FROM: Dr. Stephen Reames
Dean, School of Business

CONTACT: Dr. Gabriel Ogunmokun
Professor of Management and Marketing
School of Business

DATE: Submitted on September 22, 2015

REQUEST: The School of Business requests the approval of a new course entitled, SERVICES MARKETING (MKT 429).

JUSTIFICATION (RATIONALE): As the western economies became more of a service oriented economy the services marketing area became a sub-specialty in the marketing field. The traditional model of marketing concentrated on marketing products not services. Today many companies and organizations are selling only services and even in the traditional segments marketing services has become a more significant component of the overall marketing effort. The addition of the services marketing course will better prepare our students for this critical area.

APPROVALS: The School of Business voted on this entire proposal as a single proposal since all parts of the proposal interdependent. The Vote for this course is the same as that for the entire proposal.

ADDITIONAL DISCUSSION: The addition of this course does not impact physical facilities, financial or human resources except as indicated under "REQUIRED RESOURCES" below.

REQUIRED RESOURCES: Currently there is a funded opening for a new marketing professor. With this additional resource the BBA Major in Marketing can be delivered without scheduling issues or faculty over-loads.

ANY IMPLICATIONS FOR THE GENERAL EDUCATION REQUIREMENTS: NONE

SECTION 2: COURSE SYLLABUS

TITLE OF THE COURSE: MKT 429* Services Marketing

COURSE DESCRIPTION: This course is designed to examine the concepts, principles and theories for the marketing of services as against the marketing of tangible products.

This course will cover the nature and role of services marketing, importance of services marketing, key components of service delivery, characteristics of services, service encounter, marketing mix strategies for marketing services, service quality and satisfaction, formulation and implementation of marketing strategies for services in organizations, managing customer service, customer service relationship, and the evaluation of contemporary issues in services marketing.

PRE-REQUISITES/ADMISSION REQUIREMENTS: BUS 112, MGT 301, MKT 301, MKT 334 and MKT 426

CO-REQUISITES: None.

COURSE OVERVIEW: Given today's highly competitive environment where organizations are vying for a limited pool of customers, retaining customers through effective services marketing by building a long lasting relationship that would lead to repeat sales is as important as attracting new customers. This course is designed to examine the concepts, principles and theories for the marketing of services as against the marketing of tangible products. This course will cover the nature and role of services marketing, importance of services marketing, key components of service delivery, characteristics of services, service encounter, marketing mix strategies for marketing services, service quality and satisfaction, formulation and implementation of marketing strategies for services in organizations, managing customer service, customer service relationship, and the evaluation of contemporary issues in services marketing. The course will also expose students to contemporary issues and research in services marketing.

COURSE SESSIONS:

The course will consist of two weekly sessions of 1hr 15 minutes per session during the semester.

COURSE OBJECTIVES:

Upon completion of the course, students will be able to:

- Discuss the nature of services marketing;
- Analyse characteristics of services that make them different from goods;
- Discuss how marketers can increase market share through services marketing;
- Discuss the methods consumers use to evaluate service quality;
- Discuss how marketers work to create service quality;
- Describe methods for marketing services through internet and social media;
- Describe how to measure service quality;
- Discuss how marketing mix variables can be used to market services;
- Describe how to manage negative customer perceptions of a service encounter;
- Formulate a strategic marketing plan for marketing services in organizations;
- Apply theories, concepts and models covered in the course to case studies;

CONTENT (TOPIC) OUTLINE

- The Nature of Services Marketing
- Strategic marketing for organizations in the Service Industry
- Consumer Behaviour and Services Marketing
- Services Marketing Research
- New Services Development Process
- Distributing services through physical and electronic channels
- Services and Integrated Marketing Communications
- Personal Selling and Promotion of Services
- Advertising and Sales Promotion of Services
- Pricing of Services
- Customer satisfaction and service quality
- Managing relationships, building loyalty and Handling customer complaints
- Contemporary Issues in Services Marketing

METHODS: Teaching and learning methods will include lectures, tutorials/workshops, case studies, discussions, videos, and group activities.

STUDENT RESPONSIBILITIES: Students will assume responsibility to participate in all the lectures, class discussions and complete the assigned projects and examinations.

METHOD OF EVALUATION: Participants will be evaluated through assignments, projects, examinations, and active class participation. The breakdown of the assessment marks will be as follows:

Project Assignments and Presentation	40 %
Active Class Participation	10 %
Examination 1	20 %
Examination 2	30 %
TOTAL	100 %

GRADING: This will be based on the UVI grading system stated in the UVI Catalog. For example see UVI Catalog 2014-2016, p. 53.

REQUIRED TEXT BOOK: Christopher Lovelock and Jochen Irtz, "Services Marketing: People, Technology and Strategy" Pearson, latest edition.

BIBLIOGRAPHY - READING LIST:

Audrey Gilmore, "Services Marketing" SAGE Publications Ltd, latest edition.
Journal of Services Marketing
YouTube Videos

NEW COURSE REQUEST

TO: Dr. Stephen Ratchford
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FROM: Dr. Stephen Reames
Dean, School of Business

CONTACT: Dr. Gabriel Ogunmokun
Professor of Management and Marketing
School of Business

DATE: Submitted on September 22, 2015

REQUEST: The School of Business requests the approval of a new course entitled, STRATEGIC MARKETING (MKT 430).

JUSTIFICATION (RATIONALE): Over time the marketing effort has become more strategic, so much so that even small organizations find the need to develop specific marketing strategies to compliment the overall business strategic effort. Strategic marketing covers the development and implementation of a marketing plan that is in alignment with the overall business strategy yet focuses on the product or service. This course will add to the skill set of our marketing graduates and fill a gap in the current program.

APPROVALS: The School of Business voted on this entire proposal as a single proposal since all parts of the proposal interdependent. The Vote for this course is the same as that for the entire proposal.

ADDITIONAL DISCUSSION: The addition of this course does not impact physical facilities, financial or human resources except as indicated under "REQUIRED RESOURCES" below.

REQUIRED RESOURCES: Currently there is a funded opening for a new marketing professor. With this additional resource the BBA Major in Marketing can be delivered without scheduling issues or faculty over-loads.

ANY IMPLICATIONS FOR THE GENERAL EDUCATION REQUIREMENTS: NONE

SECTION 2: COURSE SYLLABUS

TITLE OF THE COURSE: MKT 430* Strategic Marketing

COURSE DESCRIPTION: This course is designed to provide students with a systematic approach to the strategic marketing formulation and implementation process. Students

undertaking this course will be required to use knowledge gained from previous marketing courses for making strategic marketing decisions. The course will cover the strategic marketing planning process, market demand analysis and forecasting, environmental market analysis and vision, market segmentation and positioning, marketing strategies, planning for new products, pricing strategy, promotion and advertising strategy, sales force and direct marketing strategy, implementation of marketing strategies, control and evaluation.

PRE-REQUISITES/ADMISSION REQUIREMENTS: MKT 301, MKT 334, MKT422, MKT426, MKT427 and MKT 428

CO-REQUISITES: None.

COURSE OVERVIEW: In this highly competitive market environment, having a strategic marketing plan is important because it will enable a firm to orient itself to its market environment and consumers thus enhancing the performance of the organization. This course will provide students with a systematic approach to the strategic marketing plan. It will also cover the strategic marketing planning process, market demand analysis and forecasting, environmental market analysis and vision, market segmentation and positioning, marketing strategies, planning for new products, pricing strategy, promotion and advertising strategy, sales force and direct marketing strategy, implementation of marketing strategies, control and evaluation. Students undertaking this course will be required to use knowledge gained in this course as well as those gained in previous marketing courses to make strategic marketing decisions through case studies and designing strategic marketing plans for organizations. The course will also expose students to contemporary issues and research in the area of strategic marketing.

COURSE SESSIONS: The course will consist of two weekly sessions of 1hr 15 minutes per session during the semester.

COURSE OBJECTIVES:

Upon completion of the course, students will be able to:

- Discuss the nature and scope of strategic marketing
- Discuss the Strategic Marketing Planning Process
- Design a strategic marketing plan for an organization
- Evaluate strategic marketing mission, objectives, segmentation, target marketing, positioning and tactical operations of an organization's strategic marketing plan.
- Forecast market demand for a company's product or service
- Evaluate the strategic marketing mix variables (product, price, promotion and distribution strategies) that can be employed in formulating a strategic marketing plan.
- Discuss methods for evaluating and improving the strategic marketing plan of an organization
- Conduct a strategic marketing audit for an organization
- Apply theories, concepts and models covered in the course to case studies

CONTENT (TOPIC) OUTLINE

- The nature and scope of Strategic Marketing
- Environmental Analysis for Strategic Marketing
- Strategic Marketing Planning Process
- Approaches to Market Demand and Forecasting
- Market Targeting and Positioning Strategy.
- Marketing-mix strategies
- Strategic Marketing for Product Policy and Development.
- Strategic Marketing and Pricing
- Strategic Marketing and Promotion
- Strategic Marketing and Social Media
- Strategic Marketing and Distribution
- Strategic Marketing Control and Evaluation
- Strategic Marketing Audit

TEACHING AND LEARNING METHODS: Teaching and learning methods will include lectures, tutorials/workshops, case studies, discussions, videos, and group activities.

STUDENT RESPONSIBILITIES: Students will assume responsibility to participate in all the lectures, class discussions and complete the assigned projects and examinations.

METHOD OF EVALUATION: Participants will be evaluated through assignments, projects, examinations, and active class participation. The breakdown of the assessment marks will be as follows:

Project Assignments and Presentation	40 %
Active Class Participation	10 %
Examination 1	20 %
Examination 2	30 %
TOTAL	100 %

GRADING: This will be based on the UVI grading system stated in the UVI Catalog. For example see UVI Catalog 2014-2016, p. 53.

REQUIRED TEXT BOOK(S): David W. Cravens, "Strategic Marketing" Richard D. Irwin, latest edition

BIBLIOGRAPHY - READING LIST:

David A. Aaker, "Strategic Market Management" John Wiley & Sons, latest edition.
Roger A. Kerin, Vijay Mahajan and P. Rajan Varadarajan, "Strategic Market Planning" Allyn and Bacon, latest edition.
Journal of Strategic Marketing
YouTube Videos

CATALOG CHANGES:

Insert the following new Major on page 132 after the Information Systems and Technology Major.

Marketing Major

A. Students enrolled in the BBA in Marketing will complete the following MKT courses.

	Credits
MKT 334 Advertising and Promotion Strategy	3
MKT 416 Principles of Merchandising	3
MKT 422 International Marketing	3
MKT 426 Marketing Research	3
MKT 427 Personal Selling and Sales Management	3
MKT 428 Consumer Behaviour	3
MKT 429 Services Marketing	3
MKT 430 Strategic Marketing	3

B. Elective Courses in the Marketing Major 6 Credits

If selected from within the school of business the electives may include any 300 or 400 level course or any course used in pursuit of a minor. The electives may not include courses which are part of general education or GBE requirements in the BA or BBA degree.

If selected from outside the school of business the electives may include any course except courses which are part of the general education requirements for the BA or BS degree.

C. Summary of requirements for the Marketing Major

General Education	43-44
General Business Education	48
Required MKT Major Courses	24
Electives	6
Other Requirements (Physical Education)	2
Total Credit Hours	123-124

Insert the following new major on page 10 of the 2014-2016 Catalog under the heading Bachelor of Business Administration Degree

Marketing Major

Insert the following new major on page 130 of the 2014-2015 Catalog under the heading Degree Majors and Programs – B.B.A. Degree

Marketing Major – Albert A. Scheen campus, St Croix and St. Thomas campus

Insert the following 4 new courses on page 205 of the 2014-2015 Catalog

MKT 427 Personal Selling and Sales Management

This course is designed to present and examine the principles, theories and concepts of sales management and direct marketing. It will cover the nature of personal selling, the role of the sales force, designing sales force strategies and structure, recruiting and selecting salespeople, training salespeople, compensation methods, sales force supervision, sales force performance evaluation, the personal selling process, direct marketing models, public policy and ethical issues in direct marketing. Students will also learn how to apply theories, concepts and models covered in the course to case studies. (offered in Fall or Spring, please check course sequence). Pre-requisites: BUS 112, MGT 301, MKT 301 and MKT 334. 3 Credits

MKT 428 Consumer Behavior

This course will enable students to learn and examine the principles, concepts and theories of consumer behavior. The course will cover consumer behavior models in marketing, factors affecting consumer behavior, types of buying decision behavior, the consumer buying decision process, business markets and buying behavior, marketing to business consumers, stages of the business buying decision process, consumer misbehavior and marketing ethics. (offered in Fall or Spring, please check course sequence). Pre-requisites: BUS 112, MGT 301, MKT 301 and MKT 334. 3 Credits

MKT 429 Services Marketing

This course is designed to examine the concepts, principles and theories for the marketing of services as against the marketing of tangible products. This course will cover the nature and role of services marketing, importance of services marketing, key components of service delivery, characteristics of services, service encounter, marketing mix strategies for marketing services, service quality and satisfaction, formulation and implementation of marketing strategies for services in organizations, managing customer service, customer service relationship, and the evaluation of contemporary issues in services marketing. (offered in Fall or Spring, please check course sequence). Pre-requisites: BUS 112, MGT 301, MKT 301, MKT 334 and MKT 426. 3 Credits

MKT 430 Strategic Marketing

This course is designed to provide a systematic approach to the strategic marketing formulation and implementation process. It will also cover market demand analysis and forecasting, environmental market analysis and vision, market segmentation and positioning, marketing strategies, planning for new products, pricing strategy, promotion

and advertising strategy, sales force and direct marketing strategy, implementation of marketing strategies, control and evaluation. Participants will also learn how to apply strategic marketing theories, concepts and models covered in the course to case studies. (offered in Fall or Spring, please check course sequence). Pre-requisites: BUS 112, MGT 301, MKT 301, MKT 334 and MKT 426. 3 Credits