Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: Business
   Department: Marketing

2. Course Prefix and Number: MKTG 4050

3. Effective Term: Spring 2013

4. Course Title:
   Misplaced Marketing
   Abbreviated Title (30 characters or less):
   Misplaced Marketing

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course

6. Course Credit:
   Contact/Group Hours | Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study) | Weekly or Per Term? | Credit Hours | Anticipated Enrollment
   Max Hours: 3 (Repeatability):

   | 3 | Lecture | weekly | 3 | 40 |

   Total Credit Hours: 3

7. Grading Type:
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.

   P: Grade of C or better in MKTG 3310

9. Restrictions: List specific restriction in space above.

   - College
   - Major
   - Standing
   - Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)

    Management decision making serving consumers' interests in public policy environment when a marketing perspective is lost, misapplied or abused

11. May Count Either:
    NA

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)

    | Program Type | Program Title | Requirement or Elective? |
    |--------------|---------------|-------------------------|
    | Minor        | Marketing     | elective                |
    | Major        | Marketing     | elective                |

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)

   - [ ] Applicable
   - [ ] Not Applicable
14. Justification:
The consumers' interests as impacting marketing practice and the public policy environment for decisions is a core area of marketing scholarship represented in several top journals, such as Journal of Public Policy & Marketing and the Journal of Consumer Affairs. From 1999 through 2009, the Journal of Consumer Marketing carried a special section under the same title as is proposed for this course, and before that it was a monthly column in Marketing News magazine. This could also provide an additional marketing elective for Public Relations majors as well as other programs directing students to take advanced business classes.

15. Resources:
Instructor would be current tenured faculty who would be scheduled for this additional elective to the department's existing offerings instead of an additional section of an existing elective.

16. Student Learning Outcomes:
To broaden students knowledge of the context of marketing management decision making serving consumer's interests in public policy environment when a marketing perspective is lost, misapplied or abused. This would entail enhancing their understanding of the relationship of marketing decisions to what can be considered the consumers' best interests, as well as the concerns of business' critics which may or may not be an impetus for government actions.

17. Course Content Outline:
Reading Assignments below are grouped by topics. AIMM is shorthand for the book; article titles listed are from the packet or online links.

Week 1. History & Consumers in the Marketplace
"The Consumer Movement in Historical Perspective"
"A Pessimist's Perspective on the 4th Wave of Consumer Protection"

Week 2. The Modern Marketplace and Competition
"Slapping Down Dangerous Information"
"Depending on the Kindness of Strangers"
"Best Democracy Money Can Buy"
AIMM, Preface

Week 3 & 4. A Marketing Perspective on Consumer "Rights"
AIMM, ch. 1
"St. Phineas"
"Why Be Honest If Honesty Doesn't Pay"
Test 1

Week 5. The "Lost" Marketing Perspective
AIMM, Ch. 2, 3 & 6

Week 6. Marketing Myths: The Case of Advertising
AIMM, Ch. 4 & 5
"The Need for New Anti-Smoking Adv Strategies..."
"Subliminal Advertising & the Perpetual Popularity of Playing to People's Paranoia"

Week 7. Perspectives on Modern Government Regulation
AIMM, Ch. 7
"The First Amendment and FTC Weight-loss Advertising Regulation"
Week 8. Business Self-regulation
AiMM, ch. 8
"Desires Versus the Reality of Self-Regulation"
Test 2

Week 9. Risk Regulation & Self-Regulation
"Risky Business"
"Dangerous Supplements"
"Softly Lit or Blunt"

Week 10. Marketing Abused
AiMM, ch. 9
"How Moral Men Make Immoral Decisions"
"Choosing Among Evils"

Week 11. Marketing’s Paranoid Critics
AiMM, ch. 10
"Impact of Liquor Industry’s Lifting Ban on Broadcast Advertising"
"Imagine the Television Commercial: No Stems or Seeds That You Don't Need. . . ."
Essay Assignment Due

Week 12. When Customers Aren't Right
AiMM, ch. 11 and 12
"The Largest Segments That Should Not Be Served: ... the Growing Slacker Market"

Choosing Who Does the Work: AiMM, ch. 13
Uses & Abuses of New Technologies: AiMM, ch. 14
News "Management" and Bad Publicity: AiMM, ch. 15; "Misleading Voters..."
Covert Marketing: "Covert Marketing and Much Ado of What May Be Nothing"
Direct to Consumer Pharmaceutical Advertising: "DTC Ads...";
Health Care Marketing: "It Hurts. Fix It."
Financial Services: "Don't Get Taken By Hidden Fees"
Privacy: "Privacy Crimes and Annoyances..."

Last 2 Class Days: It Isn't "Just Marketing"
AiMM, Ch. 16 and 17

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:
The two tests will deal with materials assigned and discussed in the period since the prior test. These are times to stop, reflect and review materials covered to that point in the term. The essay assignment is for each person to conduct their own small investigations of the effects of a current issue of public interest and concern, thereby seeing potential applications of the earlier sections beyond the immediate lectures and discussions. The comprehensive final exam covers all materials from the entire semester, making it the single most important item for long-term learning since it pulls together all material. Research on core marketing courses published in Journal of Marketing Education have found that a comprehensive final exam is the single strongest influence that increases long-term retention of the content of this course.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:
A standard grade scale would be applied, weighted as follows
two tests (40% of grade; 20% each)
Issue essay (20 % of grade)
Comprehensive Final Exam (40% of grade)
A= 90%
B= 80-89.9%
C= 70-79.9%
D= 60-69.9%
F= below 60%

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: NA

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g. hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1220 Haley Center, 844-2098 (V/T).</encrypted>
Approvals

Department Chair / Head

College / School Curriculum Committee

College / School Dean

Dean of the Graduate School (for Graduate Courses)

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Contact Person: Herbert Jack Rotfeld
E-Mail Address: rotfeld@auburn.edu
Telephone: 4-2459
Fax: 

Date
9/21/12

Date
9/21/12

Date
9/21/12

Date