Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: Business
   Department: Marketing

2. Course Prefix and Number: MKTG 4340

3. Effective Term: Fall 2014

4. Course Title:
   Marketing and New Product Development
   Abbreviated Title (30 characters or less):

5. Requested Action:
   ☐ Renumber a Course
   ☐ Add a Course
   ☐ Revise a Course
   Current Course Number: MKTG 4340
   Proposed Course Number: MKTG 4340
   Type of Revision:

6. Course Credit:
<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study)</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
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<tbody>
<tr>
<td>Maximum Hours</td>
<td>Lecture</td>
<td>W</td>
<td>3</td>
<td>Total Credit Hours: 3</td>
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<td>(Repeatability):</td>
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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 or MKTG 3317

9. Restrictions:
   List specific restriction in space above.
   ☐ College ☐ Major ☐ Standing ☐ Degree

10. Course Description:
    Marketing based analysis of profitable new products and brand extensions involving the invention, development and product launch plus sustaining market success.

11. May Count Either: N/A or N/A (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    | Program Type (e.g.: minor, major, etc.) | Program Title (e.g.: MS in Chemistry, Performance Option, Minor in Art) | Requirement or Elective? (required or optional?) |
    |----------------------------------------|---------------------------------------------------------------|-----------------------------------------------|
    | 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:

Successfully taught as independent study in Spring, 2013. Product development and brand extensions are part of the common body of knowledge in marketing along with existing courses in retailing, advertising, personal selling and services marketing.

This class is also useful in the undergraduate business engineering technology degree program.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

Not Applicable - additional elective alternative offering taught by existing staff.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

Class Objectives:
Students will gain a broad understanding of financial and marketing aspects of the new product development process. New product development is the leading edge in any enterprise. Students will acquire marketing and financial skills which enables them to provide a strong supporting and/or leadership role with companies.


(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

| Week 1: “Course and Subject Matter Overview” Crawford text chapters 1 and 2 |
| Week 3: “Product Hierarchy and Product Plans” Crawford text chapter 3 |
| Exam #1 |
| Week 7 & 8: Looking for New Products Part 3 - “The Role of Marketing in New Product Concept & Project Evaluation” Crawford text chapters 8, 9, 10, Appendix A & B |
| Week 9: “Developing and Selling Actionable Product Plans” Crawford text chapter 11, 12 |
| Exam #2 |
Week 10: "Product Development Pipeline – Stages 1, 2 & 3" Crawford text chapter 13 and 14
Week 11: "Product Development Pipeline – Stages 4, 5 & 6" Crawford text chapter 15
Week 12-13: "Planning the Product Launch" Crawford text chapter 16
Week 14-15: "Implementation & Management of the Product Launch" Crawford text chapters 17, 18, 19
Exam #3
Final Exam Period: Exam 4 - Comprehensive Test

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

18. Assignments / Projects:

Grade Determination:
- 4 Exams (equally weighted) 95% of final grade.
- Attendance & Participation 5% of final grade.

Examinations:
Exams will be a combination of multiple choice, essays and problem sets designed to determine the students understanding of the concepts, processes and applications of new product development. Many of the test questions will require the student to analyze a "real world" product development situation and make good business decisions.

There are 4 exams each. The final exam is comprehensive.
A 10 point grading scale will be used, ex: A=90-100; B=80-89; C=70-79; D=60-69 and F=59 and below.
No make-up tests will be given for unexcused exams (see AU Student Policy ebook).

Attendance and Participation:
Students get one unexcused absence. Valid AU excuses can be found in the AU Student Policy. Every unexcused absence (after the first cut) will lower you're A&P grade by 30 points. After three or more unexcused absences you will receive a ZERO for your A&P grade.

If you make a noteworthy contribution to class discussion you will gain participation points. These points can raise your A&P grade over 100. The system is straight forward. Come to class every day on time and you will get a 100. Come to class every day on time and participate, your grade will be over 100. Miss 3 classes (unexcused), get a ZERO.

(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: 100 - 90
B: 89 - 80
C: 79 - 70
D: 69 - 60
F: 59 or lower
(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 SIU grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N.A.

(Including 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. If 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, 1228 Haley Center, 844-2096 (4/27).

I had a very productive meeting with Bret Smith & Chris Arnold. I think we resolved all of the areas of conflict. They wanted the proposal to be directly focused on the marketing/business role in new product development. Since that was the department’s intention all along, it was easy to make the adjustments.

I will be on the road most of October on study abroad oversight and presenting a paper at a conference. Attached is the revised proposal. I will deliver a signed hard copy to Norm.

Sarah – if possible please ask this proposal to be put on the agenda for the next University Curriculum Committee meeting. If any additional minor wording changes come up at the meeting, you can agree with them.

I’m not anticipating any further changes on my end – but it is possible that Industrial Design might catch something else. I would not be sending this so early except for my travel schedule.

Thanks for helping the College,
Avery

Avery M. Abernethy
Department Chair & Professor of Marketing

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War Eagle!