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| **School or Division** | School of Business and Technology |
| **Program or Certificate or** | BAS, Supervision and Management |
| **New degree or certificate program** | N/A |
| **Proposed by (faculty only)** | Michael Engdahl, Douglas Nay |
| **Presenter (faculty only)** | David Hoffman |
| Note that the presenter (faculty) listed above must be present at the Curriculum Committee meeting or the proposal will be returned to the School or Division and must be submitted for a later date. |
| **Submission date** | 1/5/2015 |
| **Course prefix, number, and title** | MAR 3860 Salesmanship and Customer Relationship Management  |

**Section I, New Course Information (must complete all items)**

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| **List School or Division** | School of Business and Technology |
| **List course prerequisite(s) and minimum grade(s) (must include minimum grade if higher than a “D”)** | Prior to enrolling in any upper level course (course number beginning with a 3 or 4), students must complete the following courses with a grade of ―C‖ or better: ENC 1101 English Composition I, ENC 1102 English Composition II, and three semester hours of college level mathematics; or permission from the appropriate academic Dean ANDMAR 3802, Marketing for Managers |
| **Will students be taking any of the prerequisites listed for this course in different parts of the same term (ex. Term A and Term B)** | No |
| **List course corequisites** | None  |
| **Is any corequisite for this course listed as a corequisite on its paired course?**(Ex. CHM 2032 is a corequisite for CHM 2032L, and CHM 2032L is a corequisite for CHM 2032) | NoList the corequisite |
| **Course credits or clock hours** | 3.0 Credit |
| **Contact hours (faculty load)** | 3.0 Credit |
| **Select grade mode** | Standard Grading (A, B, C, D, F) |
| **Credit type** | College Credit |
| **Course description** (provide below) |
| This course is focused on the retail customer experience via understanding buyer behavior, the buying process, and various selling models through Omnichannel approaches. Topics include the concepts of both market and customer segmentation, identifying the target market customer, the examination of service and selling models in various retail industry types, building and maintaining customer relationships, store branding, and designing and using customer surveys to identify needs and gaps in the CRM strategy. |

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| **General topic outline** (type in outline below) |
| * Retail Consumer Segments
* Customer Satisfaction
* Buyer Behavior
* Omnichannel and e-Commerce Retailing
* Promotional Planning and Pricing
* Consumer Decision-Making Process
* Selling Process
* Customer Satisfaction Survey Tools
* The 3 Ps of customer service
* Ethics and Legal Issues
* CRM Strategy and Key Analytical Tools
* CRM to Create a Competitive Advantage
* Retail Business Analytics
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**Learning Outcomes:** For information purposes only. Type in all learning outcomes, assessments, and general education competencies as they should be displayed in the syllabus. More rows can be added if necessary.

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| **Learning Outcomes** | **Assessments** | **General Education Competencies** |
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| Identify and solve a customer need to achieve customer satisfaction in a given retail scenario  | Case Study, discussion. | CT |
| Differentiate and explain The 3 Ps of customer service | Research writing assignment, discussion |  |
| Interpret and explain buyer behavior in a given situation | Case Study, discussion |  |
| Assess and explain the selling process in a given retail business situation  | Case Study |  |
| Create a CRM strategy for a given retail situation  | Research writing assignment, group project, presentation, case study | COM |

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| **ICS code for this course** | ADVANCED AND PROFESSIONAL - 1.15.05 - BUSINESS AND MANAGEMENT |
| **Should any major restriction(s) be listed on this course? If so, select "yes" and list the appropriate major restriction code(s) or select "no".** | NoList applicable major restriction codes |
| **Is the course an “International or Diversity Focus” course?** | No, not International or Diversity Focus |
| **Is the course a General Education course?** | No |
| **Is the course a Writing Intensive course?** | No |
| **Is the course repeatable\*?**(A repeatable course may be taken more than one time for additional credits. For example, MUT 2641, a 3 credit hour course can be repeated 1 time and a student can earn a maximum of 6 credits). \*Not the same as Multiple Attempts or Grade Forgiveness | NoIf repeatable, list maximum number of credits  |
| **Do you expect to offer this course three times or less (experimental)?** | No |

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| **Impact of Course Proposal** |
| **Will this new course proposal impact other courses, programs, departments, or budgets?** | No |
| **If the answer to the question above is “yes”, list the impact on other courses, programs, or budgets?** | N/A |
| **Have you discussed this proposal with anyone (from other departments, programs, or institutions) regarding the impact? Were any agreements made? Provide detail information below.** |
| None deemed necessary |

**Section II, Justification for proposal**

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| **Provide justification (below) for this proposed curriculum action**  |
| Changes are driven by Work Force Data showing increase in regional retail management jobs. This course is one of four electives in the new program concentrations, namely Retail, aimed at providing students more specific and significant workplace relevancy and applicability. The other three courses will include MAR 3232 RETAILING MANAGEMENT I, MAR 3232 RETAILING MANAGEMENT II, and MAN 4593 RETAIL LOGISTICS MANAGEMENT  |

**Section III, Important Dates and Endorsements Required**

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| **List all faculty endorsements below. (Note that proposals will be returned to the School or Division if faculty endorsements are not provided).** |
| Michael Engdahl, Douglas Nay, David Hoffman |

**nOTE:** Changes for the Fall 2015 term must be submitted by the January 3, 2015 deadline and approved no later than the February 28, 2015 Curriculum Committee meeting. Changes during mid-school year are NOT permitted. Extreme circumstances will require approval from the appropriate Dean or Assistant Vice President as well as the Provost and Vice President of Academic Affairs to begin in either the Spring 2015 or Summer 2015 term.

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| **Term in which approved action will take place** | Fall 2015 |

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| **Required Endorsements** | **Type in Name** | **Select Date** |
| **Department Chair or Program Coordinator** | Dr. Douglas Nay | 1/9/2015 |
| **Academic Dean or Assistant Vice President** | Dr. John Meyer | 1/9/2015 |
| **Dean’s Council Representative** | Dr. Mary Myers | 2/3/2015 |

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| **Select Curriculum Committee Meeting Date** | February 27, 2015 |

Completed curriculum proposals must be uploaded to Dropbox by the deadline. Please refer to the *Curriculum Committee Critical Dates for Submission of Proposals* document available in the document manager in the FSW Portal:

* Document Manager
* VP Academic Affairs
* Curriculum Process Documents

**Important Note to Faculty, Department Chairs or Program Coordinators, and Deans or an Assistant Vice President:**

Incomplete proposals or proposals requiring corrections will be returned to the School or Division. If a proposal is incomplete or requires multiple corrections, the proposal will need to be completed or corrected and **resubmitted to the Dropbox for the next Curriculum Committee meeting** (no later than January 9, 2015 to be effective for the Fall 2015 term). All Curriculum proposals require approval of the Provost and Vice President of Academic Affairs. Final approval or denial of a proposal is reflected on the completed and signed Summary Report.