Wilkes University Curriculum Committee

PROPOSAL SUBMITTAL FORM

Directions:

- Use this set of forms for all proposals sent to the Curriculum Committee.
- Pages 1-3 of this document are required. Any unnecessary forms should be deleted from the packet before submissions. If multiple forms are needed (course addition, course deletion, etc), simply copy and paste additional forms into this packet.
- Note that all new programs (majors and minors), program eliminations, significant program revisions and all general education core revisions must be reviewed and approved by the Provost and Academic Planning Committee (APC) prior to submission to the Curriculum Committee. The Provost will make the decision if a program revision requires APC review.
- Completed and signed forms are due no later than the second Tuesday of every month. Submit one signed original hard copy and a scanned electronic copy with all signatures to the Chair of the Curriculum Committee.

1. Originator: Name: Ge Xiao
   Department: Department of Marketing, Entrepreneurship, Leadership, Sports Management and Hospitality Leadership (MLES H)
   Phone: 570-408-4486
   Email: ge.xiao@wilkes.edu

2. Proposal Title: Add an existing course to the Marketing major course list

3. Check only one type of proposal: (double click on the appropriate check box and change default value to “checked”).

☐ New Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.
☐ New Concentration, Track, or Certificate. The Provost determines if review and approval by APC is necessary.
☐ Elimination of Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.
☐ Elimination of Concentration, Track, or Certificate. The Provost determines if review and approval by APC is necessary.
☐ Program Revision. Significant revisions to a program require review and approval by the Provost. The Provost determines if review and approval by APC is necessary.
☐ General Education Revision. Submissions only accepted from the General Education Committee (GEC). Must be reviewed and approved by the Provost.
☐ Creation of new departments, elimination of existing department. This requires prior review and approval by the Provost and APC.
☐ Course additions or deletions not affecting programs (such as elective courses, transition of “topics” courses to permanent courses).
☐ Change in course credit or classroom hours.
☒ Incidental Changes. Includes changes in course/program title, course descriptions, and course prerequisites. (Although these changes do require approval by the Curriculum Committee, they
do not go before the full faculty for approval).

We consider the proposal as an incidental change because an existing course is added to a selection of major course requirement.

4. Indicate the number of course modification forms that apply to this proposal:

   ______ Course Addition Form (plus syllabi)
   ______ Course Deletion Form
   ______ Course Change Form

5. Executive Summary of Proposal.
   Currently, each student with a major I marketing must complete 15 of the following course:
   MKT322 Advertising
   MKT324 Retailing
   MKT326 The Selling Process
   MKT327 Marketing Seminar
   MKT328 Consumer Behavior
   MKT198/298/398 Topics
   COM302 Public Relations
   BA 462 Marketing Internship
   Here, an existing course MKT357 Global eBusiness is proposed to be added to a selection of Marketing major courses.

6. Other specific information. (Not applicable for incidental changes.)

   N/A

7. Program Outline. (Not applicable for incidental changes).

   N/A
Bachelor of Business Administration: Marketing
2018-2019 Wilkes University Bulletin

SKILLS REQUIREMENTS 13 Credits
Must complete all courses listed
ENG 101
FYP 101
COM 101 or 2 OPO courses
CS 115 or higher OR two CI course

AREA I: THE HUMANITIES 9 Credits
Must complete all courses listed
ENG 120
HST 101
PHL 101/PHL 110 or Foreign Language

AREA II: THE SCIENTIFIC WORLD 6 Credits
Must complete two courses listed
BIO 105/121
CHM 105/111/115 (113)/118 (117)
EES 105/211/230/240/251/271
PHY 105/174/201

AREA III: THE SOCIAL SCIENCES 3 Credits
Must complete one course listed
ANT 101
PS 111
PSY 101
SOC 101

AREA IV: THE VISUAL AND PERFORMING ARTS 3 Credits
Must complete one course listed
ART 101/140/141
DAN 100
MUS 101
THE 100

Free Electives 9 Credits
1.
2.
3.

Credits required for graduation: 122

FOUNDATION COURSES 21 Credits
Must complete all courses
BA 151  Fall Only
BA 152  Spring Only
MTH 101 or higher
ACC 161
ACC 162
EC 101
EC 102
Transfer students take BA 153 plus an additional marketing major elective below

CORE COURSES 24 Credits
Must complete all courses
MKT 221
MGT 251
BA 319  Fall Only
BA 335
MGT 354  Spring Only
FIN 240
MGT 358  Fall Only
BA 461

MARKETING MAJOR COURSES 15 Credits
Must complete at least two of the following courses:
MKT 322
MKT 324
MKT 326
MKT 327
MKT 328
MKT 198/298/398
ENT 198/298/398
COM 302
MKT 387

MARKETING Elective Courses 12 Credits
Complete four of the following courses:
Or, complete three of the following courses, plus one additional marketing major course above
MGT 209  Spring Only
MGT 257  Spring Only
MGT 352  Spring Only
ENT 201  Fall Only
ENT 203  Fall Only
ENT 252  Spring Only
ENT 384  Spring Only
ENT 385  Spring Only

EXPERIENTIAL COURSE 3 Credits
Must complete one course listed:
BA 462
BA 463
BA 464

PERSONAL AND PROFESSIONAL DEVELOPMENT 4 Credits
Must complete all courses in order
PPD 101
PPD 201
PPD 301
PPD 401
7. Program Outline. (Not applicable for incidental changes).

8. Signatures and Recommendations. (please date)
   - Signatures of involved Department chair(s) and Dean(s) indicate agreement with the proposal and that adequate resources (library, faculty, technology) are available to support proposal.
   - If a potential signatory disagrees with a proposal he/she should write "I disagree with this proposal" and a signed statement should be attached to this submission.

[Signatures and Dates]

Prof. Ruth Hughes, Chair - FAM Department
Signature
Date

Dr. Ge. Xiao, Chair - MELSH Department
Signature
Date

Dr. Abel Adekola, Dean
Sidhu School of Business & Leadership
Signature
Date

Mrs. Susan Hritzak, Registrar
Signature
Date

Dr. Anne Skleder
Provost (For new programs, significant revisions and revisions to the General Education Program revisions only).

Provost should check here _____ if this proposal is a program revision AND the significance of the revision requires review and approval by APC prior to Curriculum Committee.

NA
Print Name
Signature
Date
Chair, Academic Planning Committee. For new programs, program revisions sent via the provost. Signature indicates that the proposal has been reviewed and approved by APC.

NA
Print Name
Signature
Date
Chair, General Education Committee. For revisions to General Education program only. (Signature indicates that the proposal has been approved by GEC).
MKT 357. Global eBusiness

This course provides students with solid experience in creating market data-driven strategies for the future success of a business. More than ever before, marketers are responsible for getting results and for generating the appropriate metrics to determine whether their objectives were achieved. The course examines an application of statistical and information analysis to marketing decisions defined as ‘Marketing Analytics’ in electronic environments. This course is offered every other spring. *This course is offered every other spring.*

Dr. Anshu Arora
anshu.arora@wilkes.edu
Office: (570) 408-4719
Office location: UCOM 216G

Office Hours
The best way to receive a prompt response from me is via email. For more in-depth follow up regarding course content or assignments, I am available for consultation outside of class (without an appointment) during the following office hours:
- xxxxx
...otherwise by appointment.

Prerequisites
MKT 221 with a minimum grade of 2.0

Course Learning Objectives
At the end of the course, the students will be expected to demonstrate the following:

- Appreciate the need for Global E-business for business success,
- Understand basic concepts of E-Business and E-Commerce, and understand E-Commerce business models,
- Develop suitable business strategies and critical decision making for E-Marketing using Palisade DecisionTools suite,
- Understand how to make an E-marketing initiative as an integral part of the business through Research in digital and social media based companies,
- Learn programming foundations using HTML and CSS, and
- Develop an ability to use and apply marketing analytics methods and tools to make effective marketing decisions in a simulated environment (through case studies and term projects amongst others) across different cultures and countries – X-Culture project.

Required Course Resources
Xxxxxxxxxxxxx

Optional Readings:

• Berry and Linoff, *Data Mining Techniques – For Marketing, Sales and Customer Relationship Management*, Wiley.
• *Focus* – The Future of Your Company Depends on It, Al Ries

It will be to your benefit to take advantage of these supplemental resources. Students are responsible for material from lectures, readings, videos and all other material covered in class and provided online.

**Course Content:**
- Introduction to E-Business and E-Commerce – An Overview
- E-Commerce: Business and Revenue Models
- E-Marketplaces: Structures, Mechanisms, Economics and Impacts
- E-Markets and E-Marketing – Evolution of “E” and history of Information Systems
- Consumer Behavior, Market Research and Advertising in E-Markets
- B2C - Internet Consumer Retailing - E-Tailing
- E-Marketing and Decision Making (DSS)
- B2B E-Commerce (E-Auctions)
- E-Auctions
- Innovations and Future of EC and E-Marketing Technologies

Note that occasionally, changes in the schedule of the course, or in the assignments, are announced during class. It is your responsibility to ensure that you have received all of the changes and you will still be responsible for this information.

**Schedule:** Please note that the schedule is subject to change at any time. Should the schedule change, notice of changes will be sent out via D2L and email.

**Course Assignments**
A total of **900 points** will be available for the student. These may be earned as follows:

The score (as a percentage) you receive for each requirement is multiplied by the associated weight (percentage). After you have completed all requirements, apply the weights and sum the resulting scores. This sum will be your final score.

1. **In-Class Participation and Contribution to Discussion (100 points)** Your own contribution to the classroom discussion based on your own knowledge and your experiences is a critical part of the success of the course for everyone. I expect relevant, informed, interesting, and insightful comments from individuals in the class. This includes during full class discussion as well as during team breakout sessions. In all situations, be absolutely clear that quality of contribution rather than merely quantity of “talk time” is a key to your success. Be respectful of other students and avoid exhibiting dominating approaches to class discussion. There will be topics in Global E-Business given every week to the groups for presentations and report.

2. **Research Paper Project (to be completed before the Mid Term) (100 points)** This evaluation component will focus on undergraduate students working on marketing / advertising researches. Ample opportunities exist for the undergrad students to participate and showcase their research in DSI and AIBSE conferences. Each student will research on a company and then form a group of 4 people where 4 companies in the same industry sector will be researched around a theoretical concept in product innovation and technology.
3. **Making your Own Websites | Learn Programming and Coding (100 points)** In this component, the participants will learn programming foundations using HTML and CSS. At the end of this unit, students will be able to code their own Web pages and will have their resume available online!

4. **In-Class Participation and Contribution to Discussion after Mid-Term (100 points)** In-class attendance and participation after Mid-Term is accounted for 100 points. This includes during full class discussion as well as during team breakout sessions. In all situations, be absolutely clear that quality of contribution rather than merely quantity of "talk time" is a key to your success.

5. **Applications of Global Electronic Business – Tools for Marketing Decision Making (200 points)** This evaluation component will focus on hands-on exposure to advanced marketing technologies, with a firm grounding in the essentials of strategic marketing for an information economy. Applications of global e-business will be directed towards gaining the knowledge and skills that marketing professionals need for a rapidly evolving, data-focused, global business environment. There will be software covered in this course for developing learners' skills in both qualitative and quantitative marketing decision making. Palisade DecisionTools suite will have two important software from marketing decision making perspective - PrecisionTree (a decision tree software) and @RISK simulation software.

6. **Mid Term (300) = In-class Participation and Written Assignments / Discussions (100) + Research Paper Project (200 points)**

7. **Final Term (900) = Mid Term (300) + In-class Participation and Written Assignments / Discussions after the midterm (100) + End-Term Projects (300) + Hands-on software applications (200)**

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**Course Grading Scale for All Assignments**

This course uses the following grading scale:

<table>
<thead>
<tr>
<th>Course Grade</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0</td>
<td>93-100</td>
</tr>
<tr>
<td>3.5</td>
<td>87-92.99</td>
</tr>
<tr>
<td>3.0</td>
<td>80-86.99</td>
</tr>
<tr>
<td>2.5</td>
<td>75-79.99</td>
</tr>
<tr>
<td>2.0</td>
<td>70-74.99</td>
</tr>
<tr>
<td>1.5</td>
<td>65-69.99</td>
</tr>
<tr>
<td>1.0</td>
<td>60-64.99</td>
</tr>
</tbody>
</table>

**Classroom Policies**

**Attendance.** In the business world, there is no room for absenteeism, tardiness, inadequate preparation, or request for special treatment. Students are expected to behave civilly and responsibly with regard to all aspects of this course. This includes Student-Instructor communication. Politeness and professional conduct are expected at the Sidhu School of Business. This means not talking while your peers, professors or guest speakers are addressing the class. Please arrive on time and stay until class is dismissed, or if you cannot, please speak with your professor before or after class.

Attendance at all classes is expected. One or two excused absences are often times unavoidable, so if you must miss a class, the excuse for an absence must come in writing (email is acceptable) BEFORE regular class time. For each unexcused absence, one point will be deducted from your final grade. Class attendance, along with punctuality and class participation, will be used as an input for determination of final grades in borderline cases. I will follow the school attendance policy for other matters.

It is important that your schedule permits you to be free on presentation and exam dates. More information about the content of the final will be provided prior to the final date. If a student is absent on days when tests are scheduled or papers are due, he or she is required to notify the instructor in advance by phone, email, written note or fax. Otherwise, the absence will not be excused. The contact can be made by you, a family member or a friend. Upon
returning to class, bring documentation of the illness within a week, signed by a health care professional. The official
documentation should explicitly request that the student be excused from school on that particular day.

Classroom Etiquette. We will utilize many different lecturing and learning practices. Each student is expected to
be attentive and courteous during lectures, classroom exercises and activities. Excessive monitoring of email, instant
messenger or other web-communication services, non-relevant web browsing are examples of unacceptable
behavior. Your cell phones must be in silent mode or turned off and put in your bag unless the instructor approved it
to be with you because of a possible emergency. You may follow the presentations from your laptops and tablets and
take notes on them. You are NOT allowed to use them for any other purpose in class.

Special Needs. Any student with special needs (such as disability or health issues) should bring this to my attention as
soon as possible, but not later than the second week of class so that we may arrange reasonable accommodations. As
part of this process, please be in touch with university services and provide paperwork. If you are a student with a
documented disability and require accommodations, you must be registered with the Wilkes University’s Office of
Disability Support Services (DSS). Students must provide current documentation to DSS which identifies their disability
and need for accommodation[s]. Students must meet with DSS to discuss requested accommodations. Students must
provide instructors with appropriate notification from DSS of the approved accommodation as early in the semester as
possible. You may learn more about the services that the Office of Disability Support Services offers by visiting its web

Scholastic dishonesty policy. At Wilkes the faculty and the entire University community share a deep commitment to
academic honesty and integrity. The University is committed to a policy of honesty in academics. Conduct, which
compromises a breach of this policy, may result in academic and/or disciplinary action. Cheating is a violation of
student academic behavior standards. Any student who violates or knowingly helps another student violate academic
behavior standards will be pursued through the Office of the Dean. Students are expected to adhere to the standards
of academic integrity that govern students registered at Wilkes University. The use of unauthorized material,
plagiarism, failure to cite relevant work (through relevant APA style references), communication with fellow students
during an examination, attempting to benefit from the work of another student, and similar behavior that defeats the
intent of an examination or other class work is unacceptable to the University. Where a clear violation has occurred,
the instructor may disqualify the student’s work as unacceptable and assign a failing mark on the paper. Students
should refer to the statement on Academic Honesty at:

The following are considered to be serious violations and will not be tolerated:

17. Plagiarism: the use of another’s ideas, programs, or words without proper acknowledgment
18. Collusion: improper collaboration with another in preparing assignments, computer programs, or in taking
examinations
19. Cheating: giving improper aid to another, or receiving such aid from another, or from some other source.
20. Falsifying: the fabrication, misrepresentation, or alteration of citations, experimental data, laboratory data, or
data derived from other empirical methods.

For more information about policies at Wilkes University, please see the Student Handbook. I may use special software
that is available at the university for the reports and reviews submitted for plagiarism. If I suspect that a student has
violated academic integrity in this course, I am expected by University Rules to report my suspicions to the Dean of
Students, the Provost, and Student Affairs Cabinet.

To avoid academic misconduct (integrity), the following links provide useful information:

- Ten Suggestions for Preserving Academic Integrity (http://caa.osu.edu/coamtensuggestions.html)
- Eight Cardinal Rules of Academic Integrity (http://www.northwestern.edu/provost/policies/academic-
  integrity/cardinal-rules.html)
Title IX Reporting Exceptions. Wilkes University and its faculty are committed to assuring a safe and productive educational environment for all students. Information regarding the Title IX resources is available at: http://www.wilkes.edu/about-wilkes/offices-and-administration/title-ix/.

Your decision to participate in this course signifies your acceptance of all in this syllabus.